

ISSUE 37 • FALL 18

SALEM



A MAGAZINE FOR THE PEOPLE OF VIRGINIA



RADIO • RODEO CONNECTION

LOCAL BROADCASTING LEGEND HERM REAVIS RECOUNTS THE RODEO'S ARRIVAL IN SALEM.

Pickleball Courts • Salem Half Marathon • Distinguished Scholars



56

YEAR-OLD ARCHITECT, BALLROOM DANCER,
MOM

4

YEARS OF DOWNPLAYING HER HIP
PAIN FOR FEAR OF A LENGTHY
REHAB AFTER SURGERY

1

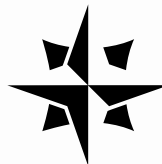
ORTHOPEDIC TEAM COMMITTED
TO GETTING HER BACK ON
HER FEET

=

THE BEST YEARS OF HER
LIFE ARE ABOUT TO BEGIN

Susan, 56, architect, ballroom dancer, mom. Living with hip pain for the past four years. 25 years of working long hours, while still finding time to enjoy ballroom dancing. The fear of a lengthy rehab made her put off surgery. One dedicated orthopedic team brought her relief.

Make an appointment today and start living the best years of your life. [Make every day count.](#)



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Salem Social Snapshots

Taking a brief look at moments involving the community through the eyes of Twitter and Facebook.



Newsmakers

The new Children's Garden at the Library, former police chief is recognized, a new greenway bridge opens and more.



Flooding

Both Hurricane Florence and Michael dumped heavy rain across Salem and caused major flooding.



Civic Sync'd Up

Salem's finest and bravest joined Roanoke College students, faculty and alumni for a fun viral Lip Sync Challenge video.



Living a Dream

Salem native Adam Rutledge continues his musical career in Nashville thanks to the help of some Virginia friends.



Providing Hope & Healing

Guitarist extraordinaire Richard Kiser has overcome his Post Traumatic Stress Disorder battle to help others fight it.



Wall to Wall in Pickleball

A new game is in town as the city renovated tennis courts into pickleball courts – A wildly popular game.

Rodeo Roots

WSLS Radio's Herm Reavis helped usher the first rodeo to the Salem Civic Center in 1969.



Bullish on Borat

The memorable night that changed the Salem rodeo forever.



Running the Streets

The Salem Half Marathon once again set records as runners from near and far took to the roads and greenway in Salem.



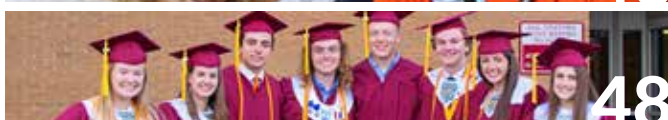
Geek Squad Academy

Members from Best Buy's Geek Squad stopped by Andrew Lewis Middle School for some free instruction for students.



Distinguished Scholars

Salem High School celebrates its 2018 scholarship recipients.



Parks & Recreation Programs

Events and classes to get you involved during the upcoming Winter and Spring months.



Salem Snapshot

The Salem Museum takes a look at the evolving landscape of Downtown Salem through the years.



KEVIN'S CORNER



Any one of you who have lived in your home for more than 20 years knows that things not only break, but also often need an upgrade. The James I. Moyer Sports Complex is now 26-years-old and like many homes, beginning to show its age.

Members of City Council and the Salem School Board recently toured the facility to see what renovations are needed to keep the complex relevant in the quickly changing and ultra-competitive sports marketing arena. In 2011, the American Softball Association named the Moyer its national Complex of the Year, but since then bigger-and-better facilities have started popping up all over the country.

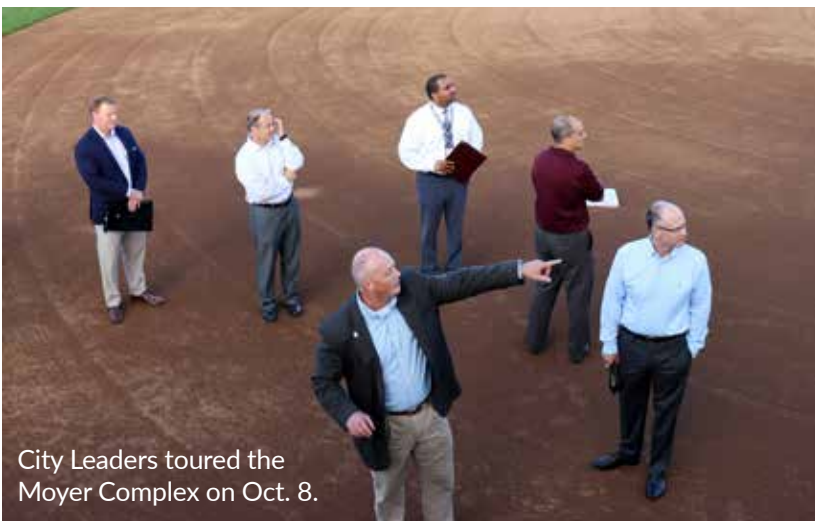
East coast areas in the south like Spartanburg and Myrtle Beach, South Carolina, Gatlinburg and Johnson City, Tennessee, as well as venues in Kentucky, Florida and Texas now have newer facilities with more amenities and more of a "wow factor" for players and parents. Salem needs to stay competitive with these places because the Moyer Complex generates a significant amount of money for the city and the entire region and because it is a big reason why Salem is known as Virginia's Championship City.

In 2017 alone, the 25 tournaments that the facility hosted attracted 120,000 people and directly filled hotel and motel rooms for 14,000 nights. Add that impressive lodging number to the amount food that was consumed, groceries that were purchased and gas tanks that were filled and it is easy to see why there are millions of reasons why the complex needs a facelift.

That positive impact of the Moyer Complex will be felt again in 2019 because 22,000 hotel rooms already are booked for events on its four diamonds. After 2021, we plan to give it a break and replace everything from the infield and outfield surfaces to the irrigation system. We also hope to add a number of upgrades like updated concessions and a shade area where fans and players can retreat from the sun in between games.

In its quarter century of use, the tireless work ethic and accommodating spirit exhibited by the complex's workers have allowed the Moyer to always meet and often exceed projections and expectations. Now it is up to all of us to make sure we maintain its legacy and relevance for the next generation.

Kevin S. Boggess – City Manager



City Leaders toured the Moyer Complex on Oct. 8.

SALEM

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Zoning	(540) 375-3017

We will collect loose leaves at the curbside on a regular basis from November through the end of December.

From January 2 to March 15, crews will collect leaves on an "as needed" basis ONLY. During this time period, residents must notify the department at 375-3039 to schedule a leaf pick-up time.

Loose leaves will not be collected after March 15. After that time, they must be bagged or boxed in order to be picked up.

Salem prides itself on having the best snow removal operation in the state, but citizens also need to do their part to help get streets and sidewalks cleared.

- When possible, park your vehicles in your driveway. This will allow the snowplows to not only clear more of the street, but also the area in front of your roadside mailbox.
- Remember, all residential, retail and commercial property owners, who have sidewalks, are required to clear these walkways no later than six hours after a snowfall ends.

Help us keep our streets and sidewalks clear and our citizens safe!

HOLIDAY TRASH COLLECTION

Veteran's Day Observed – November 12

Monday trash will be collected on Tuesday (11/13)

Tuesday, Wednesday, Thursday and Friday Routes Unchanged

Thanksgiving – Thursday Nov. 22 & Friday Nov. 23

Thursday trash will be collected on Monday (11/19)

Friday trash will be collected on Tuesday (11/20)

Christmas Week – December 24 & 25

Monday trash will be collected on Wednesday (12/26)

Tuesday trash will be collected on Thursday (12/27)

Wednesday, Thursday and Friday Routes Unchanged

New Year's Week – December 31 & January 1

Monday trash will be collected on Wednesday (1/2)

Tuesday trash will be collected on Thursday (1/3)

Wednesday, Thursday and Friday Routes Unchanged

Martin Luther King Jr. Day – Monday January 21

Monday trash will be collected on Tuesday (1/22)

Tuesday, Wednesday, Thursday and Friday Routes Unchanged



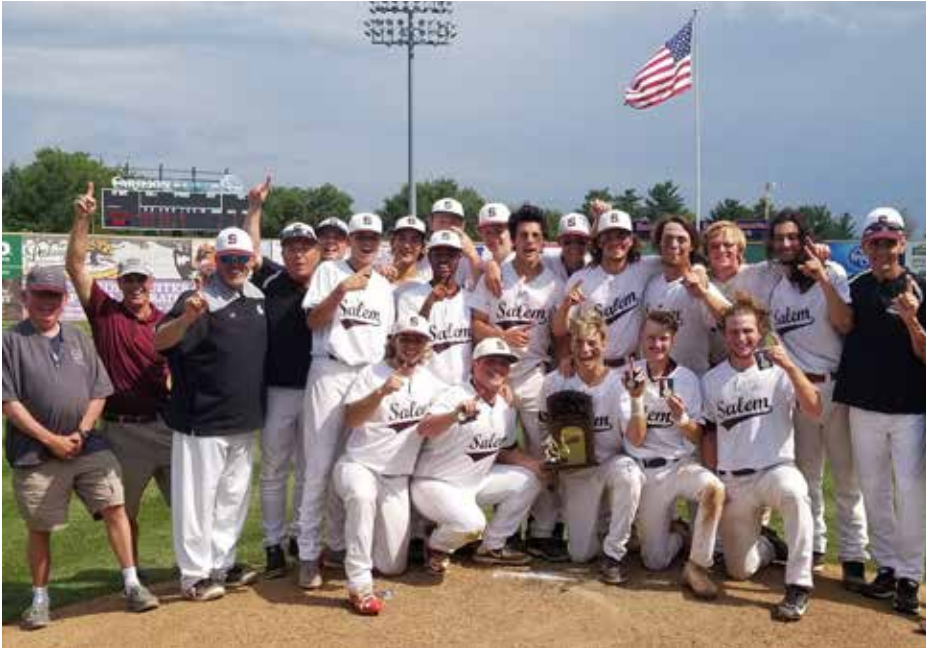
Hazardous Waste

Since Salem joined the Roanoke Valley Resource Authority in 2016, disposal options for citizens have increased dramatically. We appreciate all of you embracing the changes and taking advantage of these opportunities.

Residents can use the Salem Transfer Station on Indiana St. & the Tinker Creek Transfer Station, located at 1029 Hollins Rd. in Roanoke for brush or items that will not fit into your tote.

Salem residents are allowed to discard approved materials at these sites a total of 12 times a calendar year at no cost. You can make all of your trips to the Salem station or use both sites, but your total number of trips cannot exceed a dozen. **Restrictions do apply to both the types of materials that can be discarded and the size of the vehicle carrying the items into the transfer station. Check www.rvra.net for a full list.**

Residents also have a number of opportunities for disposing of household hazardous waste. Latex paint, aerosol cans, car batteries, used antifreeze and used motor oil can be dropped-off during normal hours at the Tinker Creek site.



Salem High School @SalemSpartans • June 9

CHAMPIONS!!! It doesn't get any sweeter than this. Your Class 4 State Baseball Champs, the SALEM SPARTANS!!! #thisisabaseballcity



Salem Fair – July 11

Thanks to all of the folks who brought pet food donations to the Salem Fair on Tuesday night. Our amazing staff at the Salem Animal Shelter greatly appreciates your willingness to help! We hope you also enjoyed America's Largest Free Gate Fair!



The Picture Poet @PicPoet • June 10

Salem, Va. #RelayForLife @SalemVA
#loveVa @RoanokeCollege



Olde Salem Brewing Company – June 5

We are thrilled to be recognized for Swag Surfin', our fruited gose! We won the gold medal in the fruited beer category at the Virginia Craft Beer Cup!! Congrats to all the other local breweries as well, we represented southwest Virginia well!



Judith Painter @JPainterGeog • June 12

Sweet Sammy getting all excited about the Sweet Meghan at @MacandBobs. Yum yum.



Salem Farmers Market – July 21

It's a cool morning here at the Market. There is so much to choose from! Swing by.

SALEM CITY COUNCIL



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City Council meets on the 2nd and 4th Mondays of every month at 7:30 p.m. in the City Hall council chambers located on the main level of the building – 114 North Broad Street. Check www.salemva.gov for more.



CIAA Commissioner @CIAACommish • July 26

Speaking words and claiming who you are is essential to your "I AM" @ciaasports #tradition #leadership #community @SalemVA



Salem Public Library – July 26

A HUGE thank you to Healing Strides of VA for bringing Lyric to visit us today! We had a wonderful time!



Chris Michaels @WSLS_Michaels • Aug 21

Had Champloo in @SalemVA for the first time last night. It was incredible! Highly recommend!



Salem Police Department – August 8

On Tuesday night, local law enforcement celebrated National Night Out at the Salem Red Sox game. Citizens were able to meet officers from Salem Police and Sheriff, Salem Commonwealth's Attorney, Virginia State Police, Virginia Tech, Roanoke College, Virginia ABC, VA Medical Center, Roanoke County Sheriff and Western Virginia Regional Jail. Thanks to all that came out to the game to visit!



Kristen Huffman @kristenhuff • Aug 24

First Salem High School football game! @SalemSpartans @footballsalem #firstdown



Roanoke Women Soccer @RoanokeWomenSoc • Sep 6

Thanks to photographers Emerson, Hunt & Wilson for their awesome pics this weekend. #roanokecollege #d3soc



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Twitter

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@SalemCivCenter
@SalemFair
@SalemVaAnimals
@SalemVaSchools
@thesalemlibrary



Salem City Schools – September 4

South Salem Elementary wrapped up its first day of school in this 2018-2019 academic year under new leadership. Laura James is succeeding her mentor, Margaret Humphrey, as the school's principal and Christina Rose takes over as the school's assistant principal. Welcome Back Falcons!

SALEM SCHOOL BOARD



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Salem City School Board meets on the 2nd Tuesday night of every month at the division central office at 510 South College Ave. The board may have additional meetings – Check www.salem.k12.va.us for complete schedule.



The front lawn of the Salem Library was transformed into a Children's Garden earlier this summer.

Growing Minds in the Library Garden

The new Salem Children's Garden opened at the Salem Public Library in late June to rave reviews.

The Salem Lions Club, Friends of the Salem Library and a number of City of Salem Departments helped in the design and construction phases and provided the funding necessary to bring the project to fruition.

"The new Children's Garden at the Salem Public Library is a wonderful addition to the library and to downtown," says **Ann Tripp**, Salem Library Director. "We look forward to adding more interactive elements next year and new nature programming in the future."

Boy Scout **Ben Kessel** of Troop 51 did

most of the heavy lifting on this plan. The Salem High School student made this his Eagle Scout project and his true passion for several months as he helped create this unique learning area for our children.

"Dozens of children and families use it every day, and the interactive elements like the story walk and chalk table have been a big hit," she says. "We have been delighted with how much fun these kids have digging in the 'dino dig,' raised garden bed, picking wildflowers and jumping across the natural seating. They are learning and experiencing in a new way, which is what our library is all about."

Children have several areas to interact in the garden including a 'Dino Dig' where they can search for dinosaur fossils.



Boy Scout Ben Kessel worked with Librarian Ann Tripp to help create the garden for his Eagle Scout project.



Hail to the Chief

Jimmy Bryant, the former Salem Police Chief, who spent 43 years serving citizens as a member of the police department, has been named the recipient of the Charles Brown Award for 2018.

Bryant began his law enforcement career as a patrol officer for the city in 1966 and earned his way to the top. Named Chief of Police in 1995, he held the position until his retirement in 2009.

"When I first came to the police force, the cars didn't even have air conditioning," says Bryant. "Now, they're equipped with laptops, radar machines and in-car cameras, so I saw it all in 43 years."

He also helped create some of it. Bryant was responsible for the popular Camp D.A.R.E. that was a staple for Salem's middle school

students for many years and he helped start the critical Town and Gown Task Force to improve the relations between students and residents who reside in the neighborhoods next to the college.

Roanoke College President **Mike Maxey** presented the honor to Bryant in September. The college gives this award annually to a citizen who has greatly enhanced the quality of life for all in Salem. It is named for **Charles Brown**, who was both a Mayor of the City and Roanoke College's first Dean.

"Respect has to be earned, because it is not something you can demand," says Bryant. "I certainly appreciate those who respect me for what I have done over the years and I always try to honor that respect."



Roanoke College President Mike Maxey with Lois Ann and Jimmy Bryant at the Brown Award ceremony in September.



Bryant began his career in Salem as a patrol officer in 1966 and was named Chief of Police in 1995 before retiring in 2009.



The new Eddy Avenue Greenway Bridge opened in early October to allow 4 miles of continuous trail without crossing any roads.

Bridging a Safe Connection

One of the busiest spots on the Roanoke River Greenway is now significantly safer. The new pedestrian walkway that stretches over the Roanoke River at Eddy Avenue connects the eastern and western portions of the greenway and keeps folks from having to cross the street.

The cost of the five-month long project was approximately \$910,000 and funding came from grant money from the Virginia Department of Transportation. Immediately, the concrete bridge made crossing the river at the second busiest spot on the Roanoke River Greenway less of a hazard for all.

On October 7, officials from throughout the valley gathered on the bridge and officially christened it with a formal ribbon-cutting ceremony. Salem City Council members and City Manager **Kevin Boggess** joined members of the Greenway Commission to welcome the first pedestrian traffic across the structure that makes it possible to walk, run or bike for four continuous miles.

Crossroads Bridge Incorporated was the contractor for the project and Schwartz & Associates provided the engineering expertise. The Roanoke Valley Greenway Commission helped secure funding for the project.



The Greenway Commission joined City Council for the opening.



The trail travels under the bridge before winding back over.

A Fair Trade

When it comes to cash transactions during the Salem Fair each summer, the flow of money goes way beyond rides and wristbands.

"I would not be surprised if we spend at least \$400,000 a year in Salem in terms of upkeep and operations," says Andy Deggeller, General Manager of Deggeller Attractions. "We are there a week before the fair and some of people are there a week after it ends, so that is a month of spending."



Even though several of the company's rides cost \$1 million each, they still need routine maintenance. Thanks to the fair, many businesses in Salem and the greater Roanoke Valley have been able to help keep these rides rolling and bulk up their own businesses.

"Salem is unique for us because it starts the summer season and a lot of the repairs and upkeep items are handled in Salem," says Deggeller. "We buy tires for our trucks in Salem, and even bring equipment back to Salem later in the summer to be serviced by folks like Iron Mountain Welding."

The list of businesses that benefit from the fair is extensive and diverse ranging from Northern Tool and Lowe's to Roanoke-based Precision Hydraulics.

"The hydraulics shop told us that we accounted for 33 percent of its yearly gross income last year," says Deggeller. "Plus, there is a trickle-down effect because other carnival and fair owners are now using this shop because its reputation is growing in our industry."

Deggeller and his family members have been coming to Salem for decades and the youngest members of the family's current generation also have contributed to the city's economy. Andy's youngest son was born at LewisGale and his parents continue to use the medical center's same pediatrician for his yearly checkups.

"I think the people of Salem are proud to host the fair each year," says Deggeller. "Whenever we go to a business in Salem they make us a priority and understand our urgency. We do business in Salem because we are treated like we are part of the community and we just don't get that feeling everywhere we travel."



The Salem Fair typically begins to set up in the civic center parking lot a week prior.



Deggeller Attractions purchases all of their tires at local Salem businesses.



Even though the fair is in July, Deggeller Attractions uses Salem businesses all year.



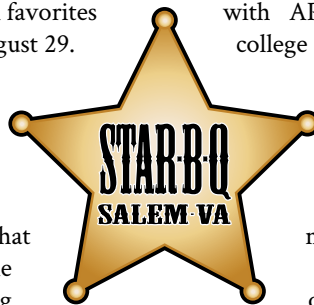
Maddie and Tae headlined the show.



“Q” Up the Music at the Market

The annual Star-B-Q bash at the Salem Farmers Market turned out to be the hot ticket of the summer in Downtown Salem. Nashville recording artists **Maddie and Tae** and local favorites **Crawford and Power** entertained 1,100 fans on August 29.

Maddie and Tae landed in Salem just one day after being nominated for the Country Music Association’s Duo of The Year honor for 2018. The two 23-year-old stars delighted fans with a variety of selections in their hour long set including their 2014 smash hit, “Girl in A Country Song.” That song debuted at number one and was named the CMA video of the year. The duo will be touring with Carrie Underwood starting in May, with the first stop in Greensboro.



The fast rising male duo, Crawford and Power, opened Star-B-Q just days before signing its first big booking agreement with APA. **Jake Crawford** and **Ethan Power** met in college in 2014 and quickly found out their musical tastes were incredibly compatible. The two Virginia natives know how to get the most out of a guitar and a dobro, and Nashville is taking note of their skills. The duo has opened shows for Travis Tritt, Luke Combs and The Marshall Tucker Band, to mention a few.

The Salem Rotary Club receives a large portion of the proceeds from the Star-B-Q bash. The event’s co-sponsor uses the money to fund community projects throughout Salem and the greater Roanoke Valley.



Jake Crawford and Ethan Power got the show started.



Over 1,000 fans packed the Farmers Market for the event.

Schools Ranked in Top 25

The Salem School Division is one of just 25 school districts in the nation to be selected and then studied as part of the Innovative Successful Practices Project that was orchestrated by the American Association of School Administrators. It is a mouthful to be sure, but what it means is that Salem Schools are on the cutting edge when it comes to shaping the future of education for our 21st century learners.

"We have a culture of innovation that goes back to our roots," says **Dr. Alan Seibert**, Salem Superintendent of Schools. "The division was born 35 years ago from a restlessness that carries over to today and is still evident in how our amazing teachers operate to engage and inspire young people."

In February, representatives from the Successful Practices Network spent several days in Salem observing our students and teachers at all levels. The "White Paper" report, released in October, named Salem and Virginia Beach as the only divisions in the state to receive this honor.

"Our visitors were struck by the high level of student engagement that exists in all schools and the way students were co-creating the learning experience with their teachers," says **Jennifer Dean**, Director of Instructional Technology and Accountability for Salem.

Salem's innovative and progressive strategies for teaching and learning resonated with those in charge of the project. The committee was especially impressed with the proactive approach the division uses to work ahead of the established norms by empowering its teachers to innovate, while still adhering to the division's core values.

"We are fortunate to have teachers who are not satisfied with being good enough," says **Curtis Hicks**, Salem Assistant Superintendent for Instruction. "They are constantly honing their skills and fine-tuning their craft to ensure that they are providing learning environments that ensure that every student experiences high levels of engagement and success."



The Salem Red Sox gave away a special bobblehead featuring Hall of Fame pitcher Satchel Paige with teammate & Carver School Graduate Larry LeGrande.

Sox Recognize a Grande Career

Segregation kept him from playing little league baseball in the late 1940s and his nearby Carver School didn't have a team, but **Larry LeGrande** still made it to the big time. This summer, the Salem Red Sox honored LeGrande's legacy and contribution to local sports featuring him on a bobblehead figure given away at a game.



LeGrande

LeGrande, a strong-armed catcher, earned a spot with the Memphis Red Sox following his graduation from Carver in 1957. But it was a stop with the Kansas City Monarchs where he caught for hall of fame pitcher **Satchel Paige** that helped create the popular figurine.

"It's such a thrill to be honored with a man like Satchel Paige," LeGrande said. "He treated me so well through the years and it was a true honor to be paired with a man like him again."

The Red Sox gave away the bobblehead figures on August 10 as part of African American Heritage Night.

Nearly 5,000 fans came out that night to support LeGrande and 1,000 were able to get a special keepsake. LeGrande threw out the first pitch and signed autographs for most of the game, all with a smile on his face.

"Mr. LeGrande went way above and beyond," said Red Sox Assistant General Manager **Allen Lawrence**. "He signed and took pictures until I had to pull him away just to throw the first pitch. After the pitch he wanted to go right back to signing autographs. He easily signed for almost 4 hours. African American Heritage Night was definitely a success and all of the credit goes to Mr. LeGrande. Our fans had an amazing experience meeting a legend like him."



A new paved parking lot was created on East Main Street for the Salem Museum, Longwood Park and the new pickleball courts.

East Main Makeover

While the Virginia Department of Transportation will be working on the various upgrades it is making to the East Main Street corridor until the summer of 2020, the area around Oakley Field and the Salem Museum already has a brand new look.

Over the summer, the talented workers in the Salem Street Department gave the location a complete facelift. They did everything from remove deteriorating pine trees to create a seamless paved parking lot from the brand new Pickleball courts to the Salem Museum.

“We are so excited and grateful to have our parking lot paved,” says Fran Ferguson, Salem Museum Director. “Our lot is now safer

and more attractive, and parking is more efficient, especially for special events.”

The workers also added a number of very nice aesthetic touches to the area, including 300 feet of split rail fencing, landscaped islands in the parking lots and a number of trees and shrubs.

“We are seeing more visitors, because the lot makes us look more like a museum, and less like a private home,” says Ferguson. “The landscaping is really nice and all the new trees and shrubs, especially the new beds that will beautifully frame and add dignity to the entrance to East Hill North Cemetery. This project has really brought some wonderful vitality to Downtown Salem’s eastern gateway.”



Crews from the city began working on the parking lot in May.



New decorative fencing lines the lot near the Oakley Field side.



Getting a Little Rush Hour Relief

When it comes to Salem traffic, the 1700 block of Roanoke Boulevard is often one of the most congested areas in the city for the morning commute. East Salem Elementary arrivals coupled with those at the VA Hospital, the Burton Center for Arts and Technology and General Electric produce daily traffic jams in that area.

Officials determined that part of the problem was a lack of separation in the East Salem parking lot. Parents in mini-vans were rolling in the same entrance and fighting for the same drop-off space as our school bus drivers.

G&H Contracting began working on a remedy in May of this

year. For three months, crews created a separate bus entrance and a new traffic pattern for car riders. The \$670,000 project has enhanced safety and greatly improved the flow of traffic in both the mornings and at the end of the school day.

"The new bus loop at East Salem Elementary has been better than we could have ever expected," says **Forest Jones**, Salem City Schools Director of Administrative Services. "Safety is the number one goal for the transportation department and we are pleased to see our students getting on-and-off the buses in a safe space. Separating the buses from the cars has caused less congestion and has provided better efficiency for our fantastic bus drivers."

Celebrating a Golden Anniversary

The Salem Museum is honoring the City of Salem's 50th anniversary as an independent city by offering a shiny blue and gold metal ornament for the 2018 Christmas season. Each year the museum features a unique part of Salem's past or present for patrons to purchase and collect and this year it is the city seal. This year's collectible ornament will retail for \$19.94.



Ornaments from previous years, like the Carver School, Lakeside Amusement Park,

Williams-Brown House, Farmers Market, Preston Place and Longwood Mansion are also available in the Salem Museum Gift Shop. The Lake Spring Park and Andrew Lewis High School ornaments are sold-out.



Salem Museum's 2018 Christmas Ornament features the Salem seal.



Mark Stuart and Flint Wright

Answering the Call for Our Students

If respect for the badge and law enforcement is declining nationwide, that newsflash never made it to the children at Salem's Elementary Schools.

"I have been amazed by the reception the students and teachers have given us and they are all so appreciative that Mark and I have come back into the schools at this time," says Salem Police Officer **Flint Wright**.

Wright just turned 60-years-old and was doing just fine in retirement when he and fellow retiree **Mark Stuart** received a call from Police Chief **Mike Crawley**. In May, City Council approved funding for the department to provide full-time resource officers in all of Salem's six schools, but the department did not have enough properly trained men or women to put in these positions by the start of classes in September.

"One of the things that makes Salem a great place to live and work is the community," says **Crawley**. "Nothing exemplifies community more than the

willingness of Officers Stuart and Wright to serve Salem in a time of need."

Not knowing exactly what to expect from the students, teachers or administrators, Wright and Stuart have become rock stars in the eyes of the elementary school communities they serve.

"Mark's larger than life personality exudes warmth and enthusiasm," says **Debbie Carroll**, West Salem Principal. "He has quickly built relationships with our students, faculty and families and I feel a sense of comfort and safety having

the increased police presence in our building."

"What I try to do is individualize the children and make them feel important," says Stuart. "They like the attention and having someone to talk to each day."

Stuart actually worked in Salem schools for a number of years as a D.A.R.E. officer teaching the Drug Awareness Resistance Education curriculum, but Wright had never been in the classroom before accepting the

Chief's offer to serve.

"My first thought was how in the world am I going to deal with these young children," says Wright. "From day one they have hugged me and literally welcomed me with open arms."

"Officer Wright has already learned the names of our children and positively influenced our entire student body," says **Laura James**, South Salem Principal. "His care for the children and faculty at our school is evident as he greets children in the morning, monitors the building throughout the day, has meaningful conversations with the staff and visits with students in the cafeteria."

Most retirees wouldn't consider arriving at work by 7:30 a.m. each day only to work with a bunch of young kids much a of a retirement, but right now Wright and Stuart are the big men on campus and enjoying their unexpected opportunity to give back more than they ever imagined.

"Being a police officer requires sacrifice," says Chief **Crawley**. "Even after all their years of work these men continue to exhibit their sacrifice through their service."



ALHS Yearbooks Now on Digital Display

Have you ever wished you take a look at that old high school yearbook that was accidentally tossed out during a spring cleaning? Well, now you can do just that thanks to an extensive project funded and coordinated by the Library of Virginia and Internet Archive.



The Salem Educational Association worked with Salem Library Director Ann Tripp to round up old Andrew Lewis yearbooks from the time the building was used as a high school. As a result, every year except one from 1930-1977 is now available in digital format. The yearbooks are high resolution, in color

where applicable and you can actually print a copy.

The Salem Public Library next has its sights set on digitizing yearbooks from the old Carver School that was open from 1940-1966. The library also needs that elusive 1931 Andrew Lewis yearbook to make that collection complete.

Copyright laws prohibit the project from digitizing yearbooks that are newer than 1977, but you can check out the Lewis collection at library.salemva.gov



Salem Garner's National Honor

The Center for Digital Government has named the City of Salem as a Top Digital City for the second consecutive year, surpassing numerous other cities in a national survey that spotlights municipalities that best demonstrate how information and communication technologies enhance public service.

The technological advancements Salem was recognized for included numerous cost-saving measures, expanded online services like the City's new online permitting system, reorganization of infrastructure and services, increased cybersecurity measures, disaster recovery initiatives and upgrades to critical business systems.

"We are very proud to be recognized as a national leader for our use of technology to improve the services we provide to the citizens of Salem," said **Kari Walls**, Salem's Chief Information Officer. "Much of Salem's success as a digital leader comes from the strong support we receive from the City Manager, City Council and the outstanding

partnerships we have with other City of Salem departments."

The survey recognizes cities using technology to improve citizen services, enhance transparency and encourage citizen engagement. In addition, it acknowledges cities that recognize the value of technology, empower their tech leaders and use new ideas to make life better for everyone who lives there.

A dozen cities with populations under 75,000 were recognized. They include Coral Gables, Florida - Pinehurst, North Carolina - De Soto, Texas - Schaumburg, Illinois - Shawnee, Kansas and Williamsburg.

"This award validates the focus of our work and the city as a whole," says Walls. "We will continue to pursue

innovative solutions to serve those who choose to live and do business in Salem."

The Center for Digital Government is a national research and advisory institute on information technology policies and best practices in state and local government.





The quick and heavy rains from Hurricane Michael wreaked havoc on the roads of Salem like Main Street and Wildwood Rd.

TALE OF TWO STORMS

Both Hurricane Florence and Michael dumped heavy rain across Salem.

One of the wettest years in the history of Salem was punctuated with a double whammy in September and October as the remnants of two violent hurricanes splashed their way across southwest Virginia.

In September, Hurricane Florence was at one point forecast to drop a foot of rain on Salem. Thankfully, those numbers never materialized and the city only saw minor flooding in a handful of areas along the Roanoke River on September 17.

Unfortunately, fast moving Hurricane Michael was an entirely different beast. While the potential effects of Florence filled media reports for over a week and drained grocery store shelves of bottled water and other supplies, Michael's fury arrived without little advance notice from the National Weather Service.

The forecast on the morning of October 11 said the Roanoke Valley should get between one and two inches of rain, but instead

the region suffered catastrophic flooding as the Roanoke River gushed into unsuspecting areas.

At one point that afternoon in Salem, more than 25 streets and intersections were closed, including a stretch of Main Street near Downtown and West Main's intersection with Wildwood Road. The latter closing coupled with an accident on Interstate 81 snarled traffic in that section of the city for several hours. Schools in Salem closed early and displaced debris and mud were visible on virtually every corner.

By 10:30 p.m. that evening, the Roanoke River finally crested at 14 feet 6 inches, the third highest level ever recorded at the Salem Pump Station. The Salem Fire and EMS Department evacuated more than 100 residents in the city and executed 24 swiftwater rescues. The Red Cross also briefly opened the Salem Civic Center to shelter displaced citizens. 🕊



1 2

“ For us, it takes over a month to recover and get the city back in shape after just one day of flooding.

Mike Tyler & Todd Sutphin – Salem Street & Maintenance Department



3 4

5

1: Cars flooded at the Riverwalk apartments near Electric Rd. during Michael. **2:** Florence caused the Mill Lane bridge to be closed several hours. **3:** Riverside Drive was covered after Florence. **4:** Blake Duncan and Chris Smith execute one of the 24 rescues after Michael. **5:** Salem Mobile Home Village behind East Salem Elementary School quickly filled with water. **6:** The low water bridge at Epperly Lane was overcome by Mason Creek during Michael. **7:** The Roanoke River after Florence.



6 7



CIVIC SYNC'D UP

When the Lip Sync Challenge swept the country earlier this year with law enforcement personnel providing an array of eye-opening videos, Roanoke College decided to jump in the deep end and add to the pool of productions. But the Maroons didn't just highlight their Campus Safety Officers.

"It was a crazy few days, but definitely one of the most fun video projects I have ever done," says Whitney Anderson, Roanoke College Internet Communications Manager. "Once the first few things came together, we were somehow able to make everything happen really quickly so that we could get it published as soon as possible."

Anderson, Grace Studios videographer Carissa Divant and their staff members knew they had a song that could make folks move their bodies, but the real issue was finding enough bodies to move. School was out for the summer and most of the students and faculty members were at home or on vacation.


"I was walking around campus early one morning and it just

hit me that we should try to partner with the Salem's first responders," she says. "When we first talked to Salem about the project, I was so happy that they wanted to participate, but never in my wildest dreams did I think they would be able to send so many people and trucks on such short notice."

Members of the Salem Fire and EMS Department, the Salem Police Department and the Salem Sheriff's Office filled the campus with personnel, vehicles and some serious dance moves. They sang and danced to James Brown's 1976 classic "Get Up Offa That Thing" side-by-side with college students, faculty and staff members.

"It was such a fun experience to get our campus community together with the larger community for something truly fun and uplifting," says Anderson. "I loved seeing our students getting to know the first responders on a personal level."

The community-based video reached nearly 310,000 people through the college's social media channels.

Watch the video online at facebook.com/roanoke/videos/ 



Whitney Anderson and Carissa Divant (top left) helped direct the entire project from start to finish. Members from the Salem Fire/EMS, Police and Sheriffs joined in with Roanoke College students and faculty for the dancing fun and camaraderie.





ADAM RUTLEDGE

Living A Dream

The Salem Magazine first featured Salem native Adam Rutledge in 2012 when he and his bandmates ditched some of their rock-and-roll roots and produced the country music video, "I Love My Life." At that time, the band also began its pursuit of a recording contract in Nashville. The journey to Music City and the transition from being one of Southwest Virginia's favorite artists to a relatively unknown performer in Tennessee has been quite a ride. Here is an update on the Salem High School and Roanoke College graduate.

You made the decision to pursue your dream and go "all in" for the past 18 months. What has the experience been like?

Man it's been great, it really has. I've been driving back and forth to Nashville a lot and while I'm usually not a fan of being in a car for long periods of time, these drives have not been that bad and my experience so far has been like a dream come true. I have a great management team in Phil Vassar and Amy Millsagle, plus I have a great publicist and a great social media team. I always wanted to have all of those folks, so they could advise me and take some of the work off of my plate and enable me to focus on music. It feels good that I've gotten to do so many things that I dreamed about and I really have to pinch myself sometimes. I am humble enough to know that I'm not the best singer or songwriter or guitar player, but I have worked really hard to put myself in position to catch a few breaks. I remember recording "Rub A Little Dirt On It" in Phil Vassar's home studio and during a break walking outside and thinking "a few months ago I had never even been to Nashville, now I'm working on material for our upcoming record in PHIL VASSAR'S home studio!"

What has working with someone who has the type of respect that Phil Vassar commands in the music industry been like?

Phil is such a good guy. His advice and guidance are priceless. He knows the right way to go about this music thing and, more importantly, he

knows pitfalls of the business and how to keep me out of them. I remember the first time I met him. He invited my dad, my wife and me to his home to talk and he gave me his number and told me to call or text any time for anything. I remember a few days after that meeting seeing "Phil Vassar" pop up on my phone and I was like, "Is this real life?" It is a real honor that he puts his name and reputation behind me. He alone has opened a lot of doors that I wouldn't have been able to open without him. My nature is to be star struck and I can't help that. He is every bit the superstar you think he is and he is also as good a guy as you can imagine.

Nashville is full of so many incredible singers, songwriters and musicians who are looking for that big break. Was it intimidating at first to be in that talent pool?

You bet it was. I just keep telling myself that the only person I am competing against is myself. I made the mistake of comparing myself to other artists at first, but I learned quickly that you just can't do that because everyone's path is different. Just because someone else achieved something I was hoping for doesn't mean I'll never achieve it, rather, it just means it wasn't my time yet. You just have to focus on doing the best you can and if I do that, then I can live with the results.

Do you think your competitive nature and your experiences from athletics, especially winning the 1999 state championships in basketball at Salem High School, have allowed you not to get intimidated when you are in these settings?

Oh absolutely! I blame all of this on high school basketball. I'm looking at you Charlie Morgan! Seriously, basketball taught me that if I work hard enough I can do anything I want to do. In middle school, I was on the 5th quarter team, which meant the guys who had finished the "real" game would take their sweaty jerseys off and give them to us 5th quarter guys to wear, so we could get a little experience. Richard Morgan was my coach and after tryouts my 7th grade year, I remember him telling my mom and dad that he wanted to keep me on the team as a practice player pretty much because of my work ethic. He was right, I didn't have much skill at that point, but I worked really hard. So, I worked and worked to become a better player. My junior year in High School I was playing varsity for Charlie Morgan and by that time I had worked myself into being a pretty good shooter and thanks to good genetics I had some height. My senior year I started at the "3" position and we won State. We weren't the most talented team, but we were in the best shape and we were relentless. To tie that back into music, having gone from barely being on my middle school team to being a starter on varsity and winning a State Championship was proof that if I set a goal and then worked as hard as I could then I could accomplish it. To take on the music business, which

is as nasty as you can imagine, you have to have that confidence and belief, and basketball taught me how to believe and it gave me confidence.

The folks in Nashville felt like it was important to make changes to everything from the band's name to your actual look. How difficult was it to handle all of this change at first?

I'm the kind of guy who trusts his gut and I knew I was in the best hands

possible with Phil, Amy, Jeff and Abbey Boutwell. I told them that I was up for any suggestions, within reason, and that I just wanted this to work. They knew I was a rock-and-roll guy so they polished that up a bit and they didn't try and throw a cowboy hat on me. As for the band name change, that was a little tougher for me. Not because I didn't think it was the right move, but because I was a little worried about how the guys would take it. When the name change was brought up, I told management I didn't care what they called it, I just wanted it to work. They just felt like calling it Adam Rutledge was an easier sell for them. To their credit, all the guys in the band were really cool with it. I think they were in the same boat as me, in that they just wanted it to work. To me Adam Rutledge is just a band name. Yes, it is my face, but it just feels like a band name to me. When

I introduce us at a show I say, "We are Adam Rutledge", not I am Adam Rutledge. I've trusted my gut the entire way and I feel good about all the changes we've made. Throughout this entire process, everything has happened organically without much push or pressure.

The CMT video "Love Kickin In" and the album "Runway" have received excellent reviews. What has it been like to get positive feedback from folks in Music City?

To be honest I don't read any reviews. I'm scared to death to look at them. When the album was first released my manager Amy sent me a few emails with a heading of "These are REALLY good." There were album review links attached, but I didn't read them. That heading was enough

for me. Of course, my mom and dad read ALL of them and called me all excited like parents are supposed to do. I'm really happy that people like the record and I'm really proud of it. My kids really like it, and it's on non-stop at my house and I mean NON STOP! Even though I don't read the reviews it does give me confidence that we did a good job on the record. I appreciate every positive word written. Truth is I'm a very small part of it. I had two great producers Jeff Smith, who produces Phil Vassar and Andy Sheridan, who works with Hunter Hayes. These guys made the magic happen. They're the reason the record sounds like it does. Credit goes to them.

What is next for Adam Rutledge as 2019 approaches?

Touring and writing. I have some time off between now and the holidays which is perfect timing because I get to watch my Hokies on Saturdays. I'm writing a lot and working on new material for the next record. I'm writing by myself which is how I prefer to write, but I am also collaborating with Phil, Jeff, Amy Sheridan and a few other people in Nashville. I can't wait to make the next record. 🦅

Jeff Smith is responsible for introducing Adam Rutledge to Phil Vassar. Smith and Adam's mom went to Amherst High School together and Adam's dad played in a band or two with Smith when they were younger. Smith was recording some background vocals for Adam at Vassar's house when Phil popped his head in the room and said, "What's that, that's really good!" That moment led to Adam getting an invite to Vassar's house. During his initial visit to his home, Adam met Abbey Boutwell, who now handles the band's social media, music videos, logos and creative side.



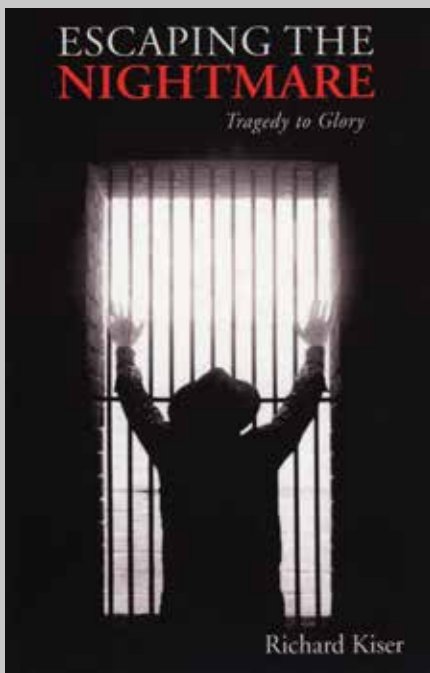
Adam Rutledge & his band released the album Runway on June 22.



Richard Kiser: Providing Hope & Healing

Salem resident Richard Kiser has overcome a personal battle with Post Traumatic Stress Disorder to become one of the most revered guitar players in the world. The Gospel Music Association's Instrumentalist of the Year has won over 70 major awards and played with everyone from Vince Gill, to the Everly Brothers, but his career almost ended prematurely. In 1976, Kiser was hunting in Botetourt County when another hunter accidentally shot him in the head with number two buckshot.

His new book "Escaping The Nightmare" addresses his battle with PTSD and offers hope to others.



Kiser's new book *Escaping the Nightmare: Tragedy to Glory* gives his first-hand experience of battling Post Traumatic Stress Disorder and overcoming the challenges that go along with it. The book is available through Amazon or at his website.

What inspired you to put all of your experiences in a book?

A few years ago, I shared my testimony while performing in Branson Missouri and talked about how I was able to overcome the nightmares and panic attacks that were a result of PTSD. In my testimony, I shared how my faith in God and how reading and quoting Scripture is what helped bring me through this experience. After sharing my testimony in a concert, a counselor who was in the audience, approached me and asked me to write a book about my experiences. She said there are many clinical books written about PTSD but none from a personal account. In writing and recalling the events, I discovered it was very therapeutic for me to write openly about it, especially with the anticipation of helping others.

What has the reaction to the book been so far?

The reviews and reactions have been overwhelming. One veteran approached me after a church concert to tell me the book had changed his life and gave him a new hope for the future. Another person, who was not a veteran, contacted me to thank me for being so open. This person had been in denial about PTSD and was now ready to seek help. Another person who had read the book shared it with her veteran son, who was recently diagnosed. She said it has changed this veteran's life, as well.



Kiser (far right) leads a program called “Guitars for Vets” to teach veterans how to play various guitars.

So many people only associate PTSD with military experiences, so do you think you have been able to help a lot of people who have had every day experiences “see the light” by telling your story?

From writing the book I discovered that there are many people, men, women and even children, who suffer from anxiety and panic attacks from some sort of life trauma, not only veterans. There are people who experience auto accidents, victims of personal violence and even flood victims. Many people experience personal life-threatening experiences that will live with them forever. Anyone who has experienced intense fear or gone through life trauma can relate to the events of this book.

What is the inspiration behind the cover for the book?

The cover depicts a person raising his hands in prayer from behind prison bars. When I was going through the intense episodes of fear, panic attacks, and nightmares, it was like being in a personal prison. The Scripture from II Timothy 1:7 “For God hath not given us the spirit of fear, but that of power, and of love and of a sound mind” was the passage that helped me to escape this personal prison.

You have always had a special place in your heart for veterans, but now you have taken that

to a new level with “Guitars for Vets” Discuss your ambassador role with this organization.

I was in the Army, so I have always had a special desire to help veterans. The goal of Guitars for Vets is to put guitars in the hands of these men and women and teach them to play. I call it the healing power of music. My role as an ambassador is to help them experience the healing power of music, raise awareness and help raise funds to purchase guitars. A portion of my book sales goes directly to G4V, and it is an honor to be a part of this great organization.

Music can heal in so many ways. How have you seen it enhance the lives of these veterans through this program?

Most of the veterans I have talked to who are in the Guitars for Vets program have excitedly expressed to me how music and learning to play guitar has changed their lives for the better. It has given them a new purpose and a new hope and excitement. In having some of them join me in concert, I have heard many comments about how music has changed their lives. It is my belief that God gave us the gift of music and I cannot imagine life without it. 🙏

The book “Escaping the Nightmare” is available from Amazon, Kindle, or on Kiser’s website www.rkisermusic.com – Richard Kiser can be reached at rwkmusic@gmail.com.



WALL TO WALL



The City of Salem ushered in a brand new game in August. Using existing tennis courts between Oakey Field and the Salem Museum on East Main Street, city departments refurbished them into Pickleball courts. Similar to tennis, Pickleball features two or four players using paddles and a hollow ball on a smaller court.

The six courts opened with great anticipation along with a complete new parking area that serves not only the courts, but



IN PICKLEBALL



the museum and Oakey Field. Taking just under 4 months to complete, it was a cooperative effort between the Street & General Maintenance and Electric Departments and Parks & Recreation.

They are currently open from sunrise to sunset, and will soon have lights for extended night play. More improvements to the area are in the works including a pavilion, water fountains and landscaping. 🙌



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SALEM VA

2018-19 EVENT CALENDAR

NOVEMBER

5	Senior Center Bluegrass	Senior Center
10	CIAA Football Championship	Salem Stadium
23-25	RV Gem and Mineral Show & Sale	Salem Civic Center
29	Rudolph the Red-Nosed Reindeer	Salem Civic Center

DECEMBER

1	Gingerbread Festival	Library Square
3	Senior Center Bluegrass	Senior Center
7	Roanoke Symphony Holiday POPS	Salem Civic Center
7	Christmas Tree Lighting & Parade	Downtown Salem
8	Salem Crafty Christmas	Downtown Salem
8	VHSL 1A & 2A State Championships	Salem Stadium
9	Newsboys: United	Salem Civic Center
15	Mistletoe Market	Salem Civic Center
22-23	Salem Gun & Knife Traders Show	Salem Civic Center
27-29	K-Guard Holiday Hoopla	Salem Civic Center

JANUARY

4-5	No Limits! Monster Trucks	Salem Civic Center
7	Senior Center Bluegrass	Senior Center
11-13	Stampede Championship Rodeo	Salem Civic Center
19-20	Salem Gun & Knife Traders Show	Salem Civic Center

FEBRUARY

1	Winterfest Beach Bash	Salem Civic Center
4	Senior Center Bluegrass	Senior Center
9	Police Officers Ball	Salem Civic Center
14-16	VHSL State Wrestling Championships	Salem Civic Center
21-24	ODAC Men's & Women's Basketball	Salem Civic Center

MARCH

4	Senior Center Bluegrass	Senior Center
9-10	Salem Gun & Knife Traders Show	Salem Civic Center
15-17	Shamrock Volleyball Festival	Salem Civic Center
22-24	Kazim Shrine Circus	Salem Civic Center
29-30	Spring Home Show & Better Living Expo	Salem Civic Center

APRIL

1	Senior Center Bluegrass	Senior Center
10	18th Annual Senior Fun Day	Salem Civic Center
18	Easter Egg Hunt	Longwood Park
21	Our Lady of Nazareth Easter Service	Salem Civic Center
26	Roanoke Symphony: Fleetwood Mac	Salem Civic Center
27	Pig Robertson Fishing Rodeo Begins	Lake Spring Park



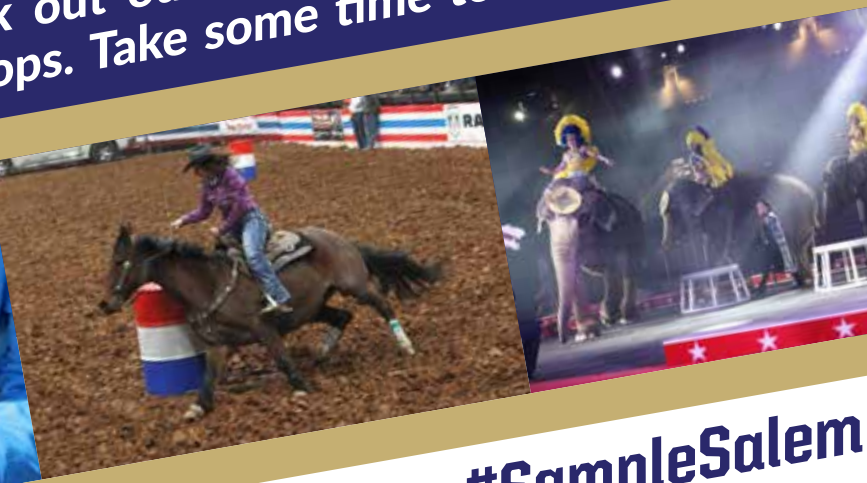
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RODEO ROOTS

Herm Reavis helped usher the first rodeo into Salem in 1969.

BY MIKE STEVENS

The Salem Civic Center wraps-up its 50th full year of operations this December, and during those five decades, nothing has provided consistent yearly entertainment for the building like the rodeo.

Cowboys, cowgirls, majestic horses, powerful steers and a whole lot of dirt have been constants ever since the building's innovative general manager made a play for this type of an event in August of 1968. Jack Dame was attending the National Auditorium Managers Convention that summer when he met a man named Bruce Lehrke, who was in charge of the Loretta Lynn Championship Rodeo.

Dame needed events for his new building and with the Loretta Lynn Rodeo he could get one of country music's rising stars and a new competitive sport in the same package. Dame also knew that if he could get this booked for Salem, he had a local promoter and an established high-powered radio station that could help him promote it throughout Southwest Virginia.



Jack Dame



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Loretta Lynn and her "Country Show" have been featured all over North America and most often to turn-away crowds. Her popularity (world's number ONE female country singer since 1954) and ability to entertain any audience adds a rewarding change of pace to your entire rodeo production. Here is a star performer and a star person who will definitely swell your box office.

The Best of COUNTRY MUSIC

Loretta Lynn has written and recorded many top country songs—among them two number ONES in a row: "You Ain't Woman Enough" and "Don't Come Home A-Drinkin'." Such songs will bring the house down at your arena.

A Big Show Within A Show

S.R.O. POWER

This original advertisement for the combination event of the rodeo and Loretta Lynn was sent to the Civic Center in 1968.

"When I heard the rodeo was coming to town I thought it was absolutely great," says Herm Reavis, the Virginia Communications Hall of Fame member who still resides in Salem. "With the admiration I already had for Loretta, I knew this was going to be a big hit."

Reavis knew all about hits from his Disc Jockey days at WRIS radio in the mid-1950s, when he achieved local and regional celebrity status by encouraging teenagers to "Squirm with Herm"

during his on-air shifts and at his community dance parties.

"A record producer out of Washington, D.C. came up with the 'Squirm with Herm' slogan and I really didn't even know what I had back then," he says. "We used to say 'twist me in at 1410' and crazy stuff like 'squall and bawl and run up the wall' in those days."

Reavis had left the microphone behind and switched stations by the time talk of a rodeo surfaced in Salem. In 1969, he was the



“ When I saw those first rodeo crowds it made me feel good because we played a big role in putting those folks in the seats. In the early days, I think most of the people were there for Loretta and the rodeo just happened to be something that came along with her.

– Herm Reavis

Herm Reavis was a popular DJ and successful WSLS salesman and knew teaming up with the new Salem Civic Center would be a perfect fit.

sales manager at WSLs radio and he knew that the unique pairing of a competitive rodeo and a Loretta Lynn concert in the same package could make the station money and earn it a bunch of listeners.

"When I saw those first rodeo crowds it made me feel good because we played a big role in putting those folks in the seats," he says. "In the early days, I think most of the people were there for Loretta and the rodeo just happened to be something that came along with her."

Reavis recalls how Lynn and her band members would stay at the old Goodwin Motel on West Main Street and invite him and WSLs's star DJ, King Edward, out for frequent visits.

"We would just sit around on the beds, share a Coke and fellowship with one another," he says. "Back then the radio stations were incredibly important to the artist's success, so they always made sure to say thanks to King Edward and many times they would just stop by the station and say hello to the entire staff."

Reavis, who like Lynn is now 86-years-old, fondly remembers how the Coal Miner's Daughter never got above her raising when it came to dealing with the public or promoters.

"There were a lot of snobs in the business, but Loretta was as genuine as it gets," says Reavis. "She loved everybody and never treated anyone like a stranger on stage or off of it."

Technically, the Loretta Lynn Rodeo did not even have a stage for its namesake to perform on back in those days. At the rodeo's intermission, a flatbed truck would roll out onto the thick dirt that covered the arena floor and Loretta and her band would perform.

"Most people don't know that the civic center wasn't the only place Loretta performed in Salem when she was here with the rodeo," he says. "Several times when Loretta was here she would go over to the VA Hospital and do a special show for the patients. They never let anyone know about it, because Loretta wanted the focus to be on the veterans."

Reavis became friends with many in the Lynn entourage including the front man for the operation, Jim Riley.

"He was the promotions man for the rodeo and he is the one who gave me my first pair of cowboy boots and a cowboy hat, back in 1969," says Reavis. "He wanted WSLs radio to help promote this unique traveling show and I jumped right on the bandwagon. Honestly, it was the beginning of that kind of show business in Salem."

"In those early days, the rodeo promoter came in several months in advance of the show and did local visits with the TV and radio stations



ABOVE: Loretta Lynn visited WSLs Radio when the rodeo came to town in 1969 to promote her new album "Your Squaw Is on the Warpath".

BELOW: King Edward (holding guitar), a popular DJ from WSLs and WSLC, played an integral part in promoting the rodeo in Salem.





2019 STAMPEDE CHAMPIONSHIP RODEO


SALEM CIVIC CENTER
Taliaferro Complex

Friday, Jan. 11 • 7:30 pm
Saturday, Jan. 12 • 7:30 pm
Sunday, Jan. 13 • 2:00 pm



to create excitement and build up advance ticket sales,” says Carey Harveycutter, who worked as an errand boy at the arena in those early days. “WSLS not only owned the country music market, but it was the top overall station back then.”

“The civic center didn’t even have to buy advertising with us,” says Reavis. “We just wanted to be a part of the rodeo and we promoted the fire out of it.”



Carey Harveycutter

While country music and rodeos go together like Velcro, they almost never had the opportunity to create a lasting bond in the Salem-Roanoke radio market. The WSLS call letters stood for Shenandoah Life Station, and in the early 1960s country was anything but cool for the company’s owners.

“We were NBC radio and pop music in the daytime at WSLS, and it took us awhile just to convince Shenandoah Life to let us play country music at night,” says Reavis. “I honestly think they thought that playing it during the daytime would blight their image, but we finally convinced them to let us play country in the evenings and man, that country music came on strong.”

With the backing of WSLS, which would eventually become WSLC in 1972, the rodeo had a solid partner and soon, it would have a dedicated fan base. Reserved seat tickets for over two hours of live music and International Rodeo Association competition ranged from \$2 to \$4 in the early years.

“The rodeo has stood the test of time because it is basic,” says Reavis. “There is something about the competitiveness of the sport that attracts people and I think fans like the challenge of it.”



Reavis still has and wears his original cowboy hat and boots that were given to him by the rodeo promoter in 1969.

“They also like the fact that it has something for the entire family,” says Harveycutter. “There is an affordable family element that comes with the rodeo that doesn’t necessarily come with other events.”

The Loretta Lynn Rodeo played what was then the Salem-Roanoke County Civic Center for five years from 1969-1973. During that stretch, it attracted an impressive 70,190 fans and the admiration of Salem leaders. In 1970, Mayor E.P. Hart proclaimed March 30 – April 5 as “Rodeo Week” in the city.

“The Loretta Lynn Rodeo represents wholesome entertainment for the citizens of the City of Salem which contributes to the molding of upright character for the people of this city,” said Mayor Hart.

And that’s no bull. 🐮



Each year the 600 tons of dirt are trucked into the Salem Civic Center to make sure the Rodeo has a solid foundation. The rodeo continues to be a cornerstone event in Salem when it takes place in January each year.



Reavis has been a productive and giving member of the Salem community for more than 50 years. In 2011, he was given the prestigious Charles Brown Award by Roanoke College President Mike Maxey.



BULLISH ON BORAT

By Mike Stevens

The memorable night that changed the Salem rodeo forever.

There are certain dates and events that are forever ingrained in our psyches. A first date, a graduation and the death of a parent all come to mind. John Saunders can relate to all of those, plus one other that he wishes he could permanently erase from his memory bank.

Saunders worked at the Salem Civic Center 33 years, and was the venue's Assistant Director and Carey Harvey's right and left hand man most of that time. On January 7, 2005, he and the facility's other staff members who were on duty that night were busy performing a menagerie of last minute tasks hoping to ensure a successful opening night for the rodeo's annual stop in Salem.

"We had lines across the lobby and all the way out the doors that night," says Saunders. "All of us were tearing tickets trying

to get the folks in their seats as quickly as we could."

Saunders, who is now retired from the Civic Center and a member of City Council, had ushered all but a handful of the patrons through the turnstiles when he heard a noise coming from inside the arena that just did not jive with the patriotic cheers that normally accompany the national anthem.

"Our sales assistant, Peggy Dickerson, came running out of the arena towards me and she was completely white-faced," he says. "She said, 'You are not going to believe what just happened. This guy just butchered the national anthem.'"



“ We had four officers on duty, hundreds of angry patrons and a bunch of real life cowboys – You do the math.

– Former Salem Civic Center Director John Saunders

By now, you have probably figured out that the guy who got the rodeo off to a less than seamless start that night was none other than Sacha Baron Cohen as his character “Borat.”

“It was just like something out of the Twilight Zone,” says Dickerson. “You’re hearing it, but you really don’t think it’s actually happening.”

By the time Saunders got to the far end of the arena and reached the man running the audio booth to make him kill the microphone that was propelling Borat’s toxic verbiage throughout the arena, there were about 3,500 enraged fans and a posse of cowboys ready to string Borat up by his moustache.

“I remember Lt. Ray Clark telling me that we didn’t have nearly enough police officers in the building for what was about to happen,” says Saunders. “We had four officers on duty, hundreds of angry patrons and a bunch of real life cowboys – You do the math.”

While all of this chaos was taking place on the dirt-filled floor of the arena, Harveycutter, the Director of the facility at the time, was 240 miles away in Williamsburg at a Virginia Association of Fairs convention. He remembers being absolutely dumbfounded when Saunders informed him about what was taking place.

“I remember that I told John he needed to call the City Attorney and call the City Manager to make sure our butts were covered, and then throw this guy out of the arena,” says Harveycutter.

Saunders had already taken care of the ejection of Borat, his production assistant and the rest of the entourage that had set up the farce, but they were not as anxious to escape the hostile crowd as you might think.

“They actually wanted to go up into the stands and interview some of the people,” says Saunders. “I told them I was responsible for their safety as well as the safety of the fans and if they went up there they were going to get killed.”

As Saunders and Salem Police ushered them out the back of the arena and attempted to bring some closure to the unexpected international incident, the imposters from



Bobby Rowe

Kazakhstan still had to get out of the parking lot, and that proved to be a little tougher than anyone had anticipated.

Rodeo promoter Bobby Rowe had let Borat and his boys into the rodeo under the false pretense that they were filming a documentary about a Russian immigrant, and Rowe’s hopping mad wife was determined to write her own chapter in the story.

“You have to remember that at the time we had no idea who this person was,” says Saunders. “It wasn’t until the next day



Former Civic Center administrators John Saunders and Peggy Dickerson will always remember the chaos that ensued the night Borat came to the Championship Rodeo.

that someone recognized him from “Da Ali G Show” that used to be on HBO. Bobby’s wife, Lenore, literally stood in front of their bus in the parking lot demanding that they tell her who they were.”

If you have watched the movie, you know that it is beyond irreverent, but that night the characters also were beyond reproach. Saunders and Salem Police knew there was little they could do about the scene that had just been filmed on their turf, and that charging the entourage with inciting a riot was a stretch at best.

“We finally got things back under control, but the crowd was hot,” says Saunders. “They didn’t just stir things up at a sporting event. This was pure Americana under attack.”

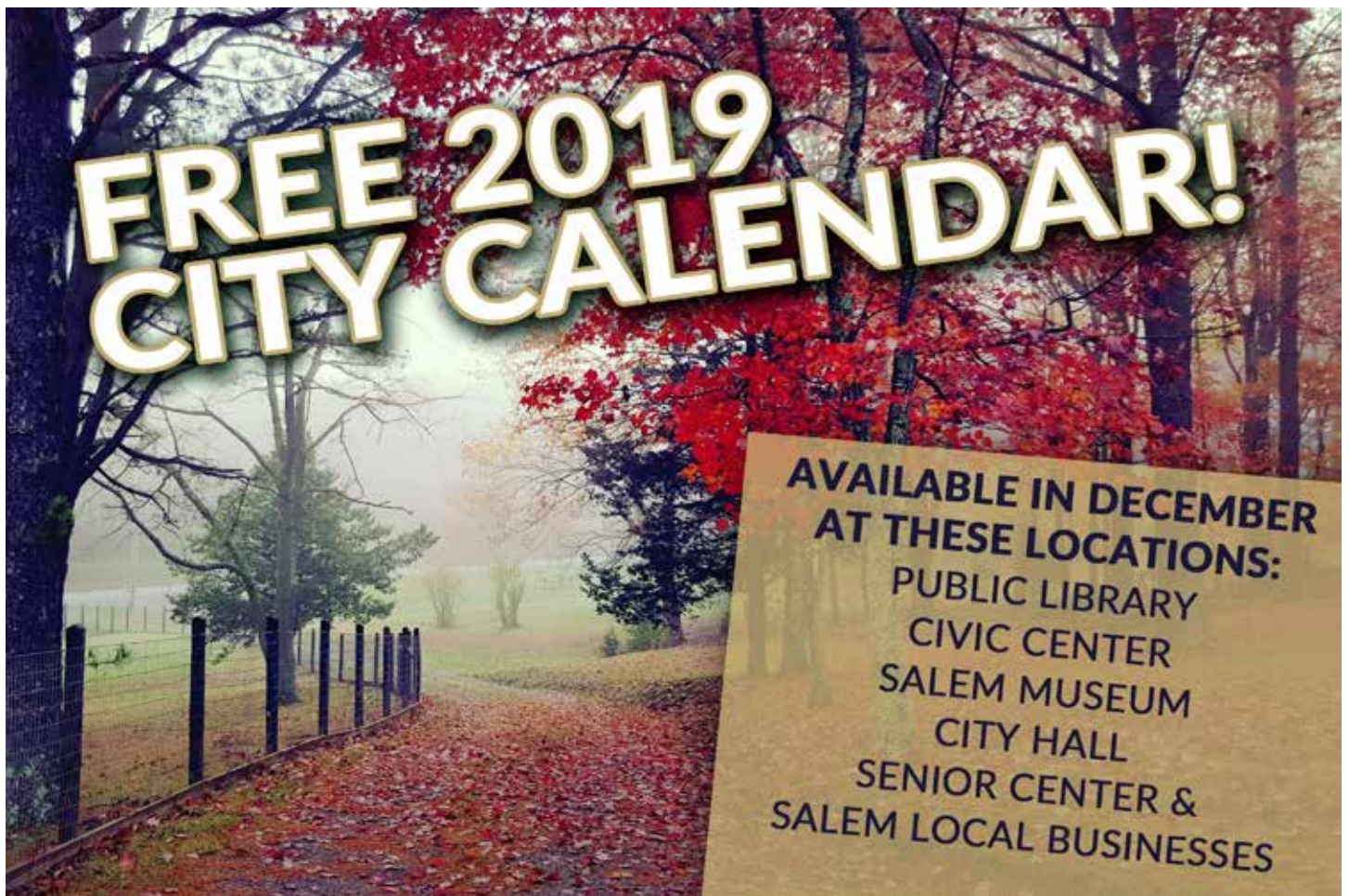
It has been 12 years since the movie’s release and rest assured that no one at the Salem Civic Center plans on buying any kind of special edition commemorative DVD box set. The movie cost just \$18 million to make, but it eventually grossed over \$250 million worldwide thanks in part to the now-infamous rodeo scene.

Neither Dickerson nor Harveycutter has ever watched the movie and Saunders determined after one viewing that reliving the most bizarre moment of his tenure more than once just was not worth it.

After all, the rodeo has been coming to Salem for 50 years and if you have seen one rodeo clown, you have seen them all.

Well, almost. 🐾

A version of this story first appeared in the Spring 2011 edition of the Salem Magazine.



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RUNNING THE STREETS



Nearly 700 runners hit the streets of Salem in October for the third annual half marathon weekend. The LewisGale Half Marathon attracted 430 runners, while 200 more ran in the Virginia's Blue Ridge 8k event. In addition, 51 children participated in the G&H Contracting fun runs for kids.

This year the races started an hour earlier to help provide the runners with cooler temperatures and so officials could reopen city streets sooner.

"The 8 a.m. start time was a great improvement for both runners and businesses along Main Street," says Molly Bullington, Race Director.

"Runners appreciated getting the race done early and we were able to open Main Street back up for business by 1 p.m."

Virginia Tech's Daniel Jaskowak, who is originally from Grove City Pennsylvania, blistered the 13.1 mile long course and posted an easy victory over runner-up Nathan Wooden. His time of 1 hour, 10 minutes and 15 seconds established a new course record and enabled him to outdistance his closest competitor by more than 10 minutes.

Fredericksburg's Amy Huerta made her first trip to Salem a memorable one

as she won the women's Half Marathon with a time of 1:31:12.

The men's 8K winner actually has never lost a race in Salem. Taylor O'Brien won the Half Marathon in 2017, the 8K in 2016 and this fall he added another medal to his trophy case by touring the course in 28 minutes and 39 seconds.

Emilee Hall, an instructional assistant at West Salem Elementary, captured the women's 8K with a time of 37 minutes and 59 seconds.

This year's races attracted runners from 18 states and the District of Columbia, including 619 participants from the Commonwealth. 🦅





8K Runners



Vice Mayor Jane Johnson and City Manager Kevin Boggess ran



Daniel Jaskowak won the Half Marathon in record time



51 kids ran their races



Kenny Wingfield with members of the Salem Police Department



Chris Tucker and grandson Carson



Emilee Hall won the 8K



430 ran the Half Marathon



Rachael Van Lieu sang the National Anthem



200 runners in the 8K



Members of City Council congratulated the runners



Kids Fun Run Start



Amy Huerta won the Women's Half Marathon



C&C Runners in full force



Tyler O'Brien won the 8K



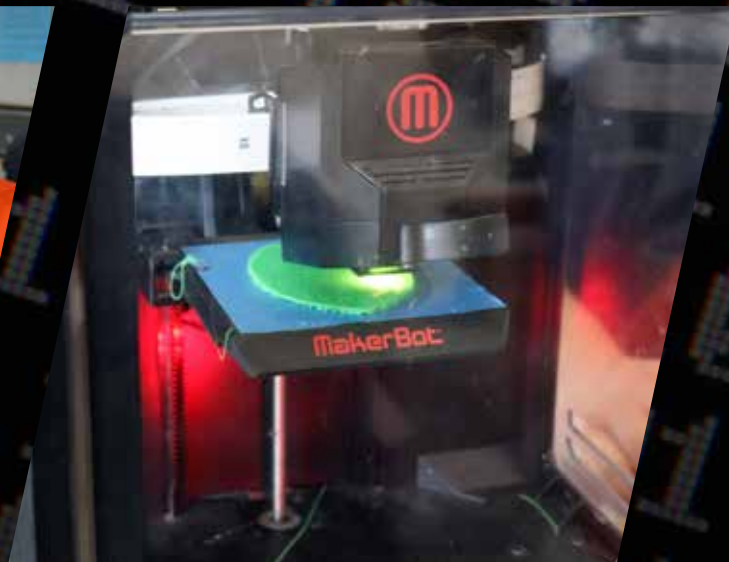
Fans on Main Street



OUR SCHOOLS



Checking out the latest design software



Creating badges on a 3D printer



Getting a quick tutorial on 3D creation



ALMS Librarian Lauren Mabry talks with media



Andrew Lewis Middle School Librarian, Lauren Mabry, knew the Geek Squad could make a positive impact on her students. She just had no idea she could actually persuade its members to set up shop in Salem.

The Best Buy Corporation staffs and funds The Geek Squad Academy, which is a highly interactive digital literacy initiative that is in demand throughout the country. When Mabry first heard of it through a

national newsletter for school librarians she knew the competition to get the academy to come to Andrew Lewis would be stiff.

"I had hoped that we would have a good chance since Salem City Schools had not hosted a Geek Squad Academy before, and I was disappointed when we weren't originally selected," she says. "Then, we received a surprise email this summer with the news that we had been chosen."



Learning house design from the ground up



Dustin Gallimore discusses Internet safety



Creating digital tunes in the music lab



Zella Poarch talks with WFXR about her experience

Approximately 125 students took part in the classes during the first week of October. Each day, Geek Squad experts taught sessions in digital music, website design, 3D design and printing and computer programming. In addition, students participated in a lecture hall-style class concerning online safety.

"School libraries are all about teaching multiple literacies, including digital literacy and technological literacy, and many incorporate Makerspaces as well," says Mabry. "The Best Guy Geek Squad Academy was a

wonderful opportunity to build these literacies and skills by exposing students to new, exciting technologies in an educational context."

Andrew Lewis students received an estimated \$70,000 worth of instruction from the local Best Buy staff members, who divided the groups by gender. Best Buy representative, Justen Bristlin, said research indicates that females participate and speak-up more freely in technology fields when surrounded by other females. 🙌



Distinguished Scholars at Salem High School have maintained a cumulative grade point average of 4.0 or greater through the end of the first semester of their senior year. At graduation, Principal Scott Habeeb and Salem School Board Chairman David Preston presented each Distinguished Scholar with a certificate and a monetary award to be used at the student's discretion.



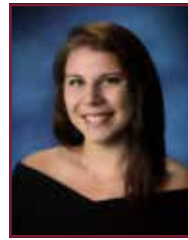
Rachel Ahlers



Alyssa Akers



Lindsey Amiot



Brianna Bailey



Jordan Barker



Lily Barnes



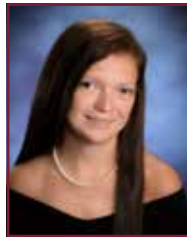
Emily Bell



Lillian Blair



Thuyen Bui



Taylor Cannon



John Clemens Jr.



Garrison Conner



Autumn Cox



Raven Craig



Abigail Crawford



Mia Cromer



Cristian Davis



Nathan Delby



Arik Fick



John Frazier



Allison Gray



Cristian Davis, Rachel Massey, Alexandra Abbott and AnnElese Galleo before graduation.

Salem High School – Distinguished Scholars



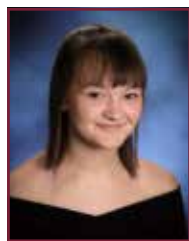
Charity Hall



Grace Hedge



Garrett Hicks



Tatum Hicks



Isabelle Hill



Samantha Hoyer



Ellery Huffman



Brian Hutton



Jacob Johnson



Alayna Johnson



Samantha Kennedy



Jacob Lawson



Audrey Lewis



Keely Loyd



Evyn Magenbauer



Raniyah Majied



Yudel Martinez Salgado



Stephen Mason



Rachel Massey



Taylor McCaleb



Claire Mitchell



Angela Orange



Abigail Poush



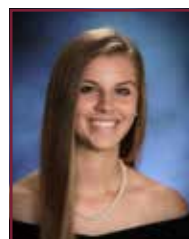
Joseph Quinn



Mark Raines



Jacob Roupe



Mariana Schreuders



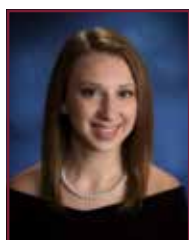
Devin Shepard



Garren Snow



Laura St.Clair



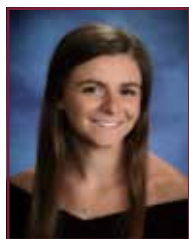
Natalie Valentine



Elizabeth Warren



Alexis Whitfield



Megan Wood



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Mia Sakura Cromer
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Braxton Family Legacy
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Duane Perdue Memorial
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Scholarship



Grace Victoria Hedge
David Hall Memorial
Scholarship



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Chance Crawford
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Lauren Elizabeth Burns
Memorial Scholarship



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Andrew Lewis Class of '52
Scholarship



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& Corey Andrews Scholarship



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Craighead Business
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Pauline Webb Chemistry
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Willis White Mathematics and
Athletic Scholarship



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Hedgbeth
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Scholarship



Stephen Zachary Mason
Bob Johnson Memorial
Scholarship



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Ben Metheny - Dixie Youth
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Senior Merit



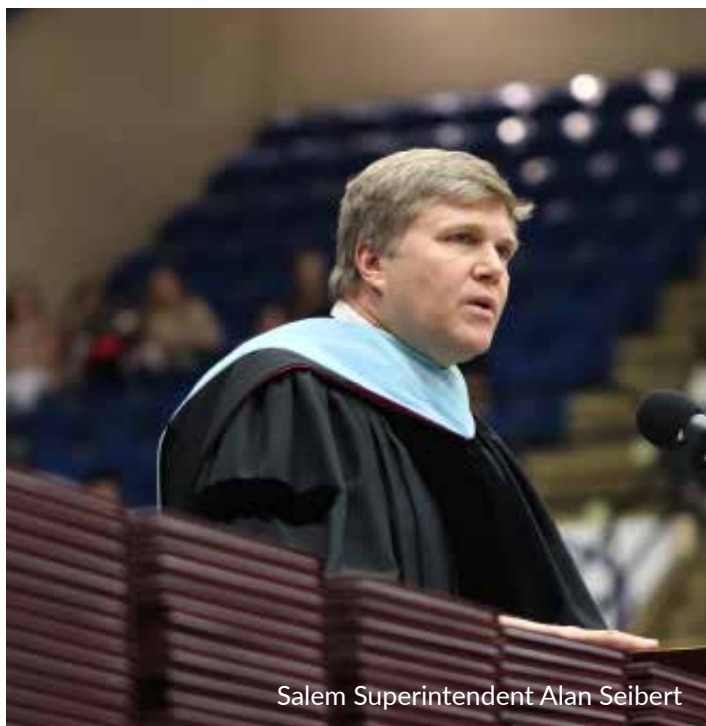
Keon Imari Motley
Jennings Family
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Yong Kyu Lee Senior Award



Jataveon Hale

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Angela Orange



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Joseph Richard Quinn
Ben Metheny - Dixie Youth
baseball and softball Scholarship



Mark Andrew Raines
Betsy B. McClearn Scholarship
Penguin Club Scholarship



Elizabeth Lynn Rose
Corrine Moeschler
Teacher Scholarship



Jacob Emerson Roupe
American Legion Salem Post
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David Hall Memorial
Scholarship



Mariana Schreuders
Salem Roanoke County Bar
Assoc. Scholarship



Devin RaShawn Shepard
Dave Lamanca - Memorial
Engineering Scholarship



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Harvey and Muriel Bredlow
Scholarship



Zachary Burch Simmons
Sam and Frances Harvey
Business Scholarship



Garren Matthew Snow
George A. and Isabel Jeffreys
Science Scholarship



Amber Elizabeth Tingler
Tom Dooley - Matthew 25
Scholarship



Rachel Madison Torian
Anne Katherine Fletcher
Fisher Memorial Scholarship



Natalie Rebecca Valentine
Dr. George Robert Vaughan
Memorial Scholarship



Jillian Grey Vanderpool
William Brubeck
Scholarship



Nicholas Evan Wade
Adam Ward Memorial
Scholarship



Elizabeth Grace Warren
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Penguin Club
Scholarship



Ashley Nicole Wickham
Penguin Club
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Ron Wall Vocational
Scholarship



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Mareta C. Richardson Science
Scholarship

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Courtesy Heather Dudley

City Councilman James Martin, representing the Penguin Club, joins scholarship recipients Ashley Wickham, Thomas Farrell III, Audrey Lewis and Alexis Whitfield.



Salem Educational Foundation and Alumni Association President Tommy McDonald presides over Scholarship night.



Courtesy Heather Dudley

Angela Orange, Abigail Crawford, John Clemens Jr., Garren Snow, Austin Kirtner, Garrett Hicks, Alexandra Abbott and Emily Bell

Salem High School – Salem Educational Foundation Scholarship Recipients



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Supervisor: Vickie Sword
vsword@saalemva.gov

Asst. Supervisor: Brad Blankenship
bblankenship@saalemva.gov
110 Union Street
Phone: (540) 375-3054

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When: Mondays, 6:15 - 9:15 p.m.

Location: Senior Center (110 Union St.)

Cost: \$50 / 10 weeks

This class is designed for the student who has prior experience with ceramics. Painting on resin, dry brushing, and other techniques will be introduced.

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When: Wednesdays, 6:00 - 9:00 p.m.
beginning TBA (10 weeks)

Location: Salem High School Art Room

Cost: \$100

Instructor: Lauren Browning

Come stretch your creative muscles as you learn how to form original works of art in clay! All levels of experience are welcome. The class covers wheel throwing, hand building, and sculpture techniques. Imagination and creativity are encouraged. Ages 15 and above are welcome.

CROCHETING & KNITTING

When: Thursdays, 6:30 - 8:30 p.m.

Location: Senior Center (110 Union St.)

Cost: \$25 for 5 weeks of instruction. May register at any time. Learn the basics of crocheting and knitting. Call instructor at 389-3469 to register and for supply list.

TOPS (Take Off Pounds Sensibly)

When: Tuesdays, 5:15 p.m.



LEARN CHESS FOR FREE

When: Tuesdays 7:00 - 10:00 p.m. (7 - 8 pm only - beginner instruction) **Location:** Senior Center (110 Union St.) **Cost:** FREE **Instructors:** David Vecillio & John Parker

Location: Senior Center (110 Union St.)

Cost: For cost and more information email judytopss@aol.com. Join this wonderful group & work together to learn healthy options to take pounds off. Weekly programs & discussion with weigh-ins strictly confidential.

Instructor: Marina Trejo

This class is designed to reduce body fat and sculpt muscles through a series of strength training exercises using bands, free weights and more. This is a great program for any level participant. Instructors have training to modify exercises for beginning levels.

health & fitness

TOTAL SCULPTING (ALL LEVELS) (2 classes offered)

When: Monday session or Wednesday session; both sessions 5:30 - 6:30 p.m.

Where: Senior Center (110 Union St.)

Cost: \$30 per 2 month session (Mon or Wed)

FITNESS FUSION

When: Tuesday 7:00 - 8:00 p.m.

Where: Senior Center (110 Union St.)

Cost: \$30 for 2 month session

Instructors: Lori Fadorick

Make the most out of your workout time! Fitness Fusion uses a variety of exercise modalities to constantly challenge your body

For more info, new class listings and to sign up for these programs,
head to www.salemva.gov and click on "Parks & Recreation" or call 375-3054

and give you a fun, different workout each week. You'll mix body weight exercises with interval and strength training, in a variety of formats and class styles. Classes are designed in a way to maximize the benefit by offering several different elements in the same workout, including cardio, strength, core, and conditioning. Fitness Fusion can help you reach your fitness goals, no matter what they might be. This class is for all fitness levels and anyone who wants to burn some calories, tone your body, build some muscle, and have some fun! Class length is one hour including a brief warmup and cooldown. *If taking 2 Sculpting, Fitness Fusion, or Kickboxing class per week, cost is \$50 for 2 months, if taking three or more cost is \$70 per 2 months.*

TENNIS (ALL LEVELS)

To register or get more information call Scott Gibson at 397-1257 or sgibson@salemva.gov.

YOGA (BEGINNER & INTERMEDIATE)

When: Tuesday, 4:30 - 5:30 p.m. & Thursday: 4:30 - 5:30 p.m.

Where: P&R Office (620 Florida St)

Cost: \$5/class or \$18/month (once a week) or \$36 per month (twice a week)

Instructor: Blacie Hunt

Yoga is a great way to increase joint mobility, improve muscle tone and flexibility, and build balance. It also improves memory, focus, and attention, as well as promotes an overall sense of well-being.

youth/teen

BATON

When: Thursdays, 5:30 p.m. begins September 8 (Parent meeting Thursday September 1, 6:00 pm - 7:00 pm at Salem Senior Center)

Location: Senior Center (110 Union St.)

Cost: \$35/month *additional cost: each student will need a baton, jacket and costume

Instructor: Natasha Flores, Southernettes Baton Corporation

Students will learn and improve on baton twirling skills, participate in 6 local parades as well as other community events throughout the year, and perform in an end-of-the year recital. The Southernettes Baton Corp is dedicated to providing a safe, fun and creative atmosphere in which athletes not only learn twirling skills, but they build confidence and leadership skills through team commitment.

Contact Coach Natasha Flores to register at 312-4969.

KNITTING AND CROCHETING SPRING (AGES 8 - 14)

When: Thursdays, June 2 - June 30 (5 weeks) 4:00 pm - 5:00 pm

Location: Senior Center (110 Union St.)

Cost: \$15

Instructor: Norma Harris

Learn basic knitting and crocheting stitches and how to read patterns.

Call instructor at 389-3469 to register and for supply list.

TENNIS (BEGINNERS) (AGES 6 - 10)

To register or get more info, call Scott Gibson at 397-1257 or sgibson@salemva.gov



BALLET & JAZZ DANCE COMBO CLASS

When: Mondays, 4:30 pm - 5:15 pm (on-going classes Sept - Dec)

Where: Senior Center (110 Union St.)

Cost: \$40/Month

Instructor: Natasha Pierson; Dazzle Dance and Modeling Center

This class includes center work, barre, and stretching; teaching basic technique and terminology in a fun and positive environment. Designed for those who have little or no dance experience. Warm ups, technical combinations, and choreography focuses on flexibility, coordination, and strength, while keeping the rhythm to a variety of music. Low to medium intensity. There is no formal dress code. Leotard, tights, dance skirt are suggested, any color. Participants require close fitting attire that allows the dancer to move comfortably and receive proper instruction. Ballet slippers are required, any color. No midriff tops. Hair securely pulled up and away from face. No loose or dangling jewelry. Classes are closed-studio (for instructor and students only) for optimal concentration and learning. A mini recital will be held at a later date for family and friends. Sign your child up by calling Natasha Pierson at 540-556-6556 or by calling Salem Parks and Recreation at 540-375-3054.



SALEM VA

SENIOR CENTER

Senior Center

110 UNION STREET - (540) 375-3054

MONDAYS

9 a.m. - Noon - Bridge
12:30 p.m. - Senior Mountain Pickers
1 - 4 p.m. - Mexican Train Dominoes
7 - 9 p.m. - Cole Bluegrass Show
(A Community Activity first Monday)

TUESDAYS

8:45 - 9:45 a.m. - Exercise
10:00 a.m. - 2 p.m. - Chair Caning & Basket Weaving
10:15 a.m. - Tai-Chi at College Lutheran
2 - 3 p.m. - Ballroom dance (1st & 3rd Tues.)
2 - 4 p.m. - Tea Dance (2nd & 4th Tues.)

WEDNESDAYS

9 - 10 a.m. - Tap dance
10 a.m. - Noon - Yoga (2 classes)
10 a.m. - Noon - Ceramics
10 a.m. - Noon - Needlework
1 - 3 p.m. - Line Dance
1 p.m. - TRIAD Meeting (1st Wed.)

THURSDAYS

8:45 - 9:45 a.m. - Exercise
10 p.m. - Noon - Quilting
10 a.m. - Noon - Art on your own
11 a.m. - Noon - 49er's Plus Club Mtg.
Noon - 4 p.m. - Cards on your own
Noon - 2 p.m. - Monthly Luncheon w/entertainment (last Thursday)
12:30 - 2 p.m. - Senior Singers Practice (first Thursday w/appts other days)

FRIDAYS

8:45 - 9:45 a.m. - Exercise
10:15 - 11:15 a.m. - Tai-Chi
10:30 a.m. - Senior Mountain Pickers
7 - 9 p.m. - Ballroom Dance (Community Class)

SPECIAL EVENTS

We frequently make outings in our van or bus to local malls, shops and restaurants, or day trips to Wytheville, Stuarts Draft, Clemmons, NC, Richmond, etc. Friday events include bingo, ice cream sundae day, movie day, crafts, parties, etc. *A small fee may apply for some of these events and you will need to sign up. Please stop by the Salem Senior Center for a monthly calendar.

MONTHLY NEWSLETTER

This features a calendar and news of our activities and outings. It is ready for distribution the week before the Monthly Luncheons, for the following month. Please stop by and pick one up so you can join us at the Senior Center.

SPECIAL TRIPS

Trips are scheduled for the year to the Wytheville's Wohlfahrt Haus Dinner Theatre, Barter Theater, Washington DC, and many others. New trips are added regularly. Stop by and pick up a trip list.

'49ERS PLUS CLUB

Thursdays at 11 a.m.. They eat lunch out on the 2nd Thursday of each month at various restaurants. They also preside at our Monthly

Luncheons. This is a group that meets for fun and makes donations to organizations such as the Salem Rescue Squad and the American Red Cross.

MONTHLY POT LUCK LUNCHEONS

Always a fun, well-attended event, with entertainment following the meal. They are held on the last Thursday of each month.

EXERCISE CLASSES

Offered three times a week, Tuesday, Thursday, and Friday mornings, 8:45 a.m. to 9:45 a.m.. These classes are all different, giving a total workout through the week for each participant. There is no charge for these classes.

BALLROOM DANCE CLASS

Every Tuesday, 2:00 p.m. - 4:00 p.m. Taped music is provided and there is no fee but each person is asked to bring a snack to share.

LINE DANCE

Every Wednesday, 1:00 p.m. - 3:00 p.m.. Come join this great group of dancers and they'll teach you many line dances. On many occasions this group performs for different events and groups.

SALEM SENIOR SINGERS

Practice on the 1st Thursday of each month at 12:30 p.m., and sing on a regular basis for Snyder Nursing Home and other places in the Valley.

SENIOR MOUNTAIN PICKERS

An excellent group of stringed instrument musicians who play informally on Mondays at 12:30 p.m. and Fridays at 10:30 a.m. at the Senior Center. You may join them with an instrument if you play or attend as a part of the audience of the 55+ crowd.

YOGA

Provided on Wednesdays with two separate classes. They are six week classes and you are required to sign up.

TAI CHI

Offered on Tuesdays and Fridays and held in two separate locations. The Tuesday class is held at the College Lutheran Church and the Friday class at the Senior Center. These classes are on-going.

If you have any questions about any of our other classes, please call our office at 375-3054.

Salem Crafty Christmas



Handmade crafts and artisan items such as beautiful scarves, jewelry, quilted items, and more will be available from over 30 vendors • Market vendors will be on hand to sell greenery, baked goods, eggs, meat, cheese and more!

Come get photos with Santa and bring your pet! We're partnering with the Salem Animal Shelter - Bring a donation of dog chow, cat chow or kitty litter.

Take advantage of the opportunity to purchase unique, custom-made items hand crafted by local artisans. Just in time for the holiday season!

SATURDAY - DECEMBER 8
#SampleSalem 10AM-2PM





LIGHTING OF THE CHRISTMAS TREE

Friday, December 7, 6:00 p.m. at the Salem Farmers Market, Parade to follow the tree lighting.

Special Events

PUMPKINFEST

Saturday, October 27, Salem Farmers Market, 11a.m. – 2 p.m., Pumpkin giveaway, Children's activities, Carnival Games, Costume Contest, and a Pumpkin Auction. Trick or Treating with Salem Merchants at 10 a.m. - 11 a.m.

GINGERBREAD FESTIVAL

Saturday, December 1, Salem Library, 10 a.m. - 2 p.m., Kids can visit with Santa Claus, mail your letters to the North Pole and enjoy a variety of activities. Shopping with vendors at Library Square.

SALEM CRAFTY CHRISTMAS

Saturday, December 8, Farmers Market and Downtown Salem 11 a.m. - 4 p.m. Crafters set up on the market along with regular market vendors on the stalls selling greenery, baked good, eggs, meat, cheese, etc. Come have your picture with Santa near the market

entrance. We are also joining the Animal Shelter to 'Take your own photo' with Santa with your pet for a donation of dog chow, cat chow, or kitty litter to go to the Animal Shelter.

WINTERFEST BEACH BASH

Friday, February 1, 7 p.m., Salem Civic Center. Doors open at 6 p.m. Come shake off the winter blues with live music from "The Band of Oz"! Look for tickets on sale December 19 at the Parks & Rec office.

EASTER EGG HUNT

Thursday, April 18, 6 p.m., Moyer Complex. Children ages 3-10 years old. Come visit the Easter Bunny and hunt for Easter Eggs with lots of prizes and candy.

68TH ANNUAL ERNEST "PIG" ROBERTSON FISHING RODEOS

Catch fish at Lake Spring Park! **April 27** Children Ages 3-8, 9 a.m. - Noon. **April 29** Children Disabilities Day, 10 a.m. - Noon.

Program Supervisor: Ashley Durkin
adurkin@saalemva.gov

Program Supervisor: Jamie Nauman
jenauman@saalemva.gov
620 Florida Street
Phone: (540) 375-3057

May 1 Nursing Home Day, 10 a.m. - Noon.

May 4 Children Ages 9-12, 9 a.m. - Noon.

MARCH OF DIMES

May 11, 10 a.m. at Salem Civic Center. Join us for March of Dimes March for Babies in a 3.2 mile walk to help raise money to expand programs and educate medical professionals to make sure that moms and babies get the best possible care. There will be food and music as well as prizes following the walk for all Champion fundraisers. Join or create a team today!

Moyer Complex

Superintendent: Scott Scharnus,
sscharnus@salemva.gov,
1000 Union Street, Salem
(540) 375-4021

MARCH 1 - 2

Mountain Mash DIII College Tournament

MARCH 8 - 10

West Virginia Wesleyan College Tournament

MARCH 22 - 23

Salem High School Invitational Tournament

APRIL 6 - 7

USA Softball Autism Awareness Youth Fast Pitch Tournament

APRIL 12 - 14

Chance Crawford Benefit Slow Pitch Tourn.

APRIL 26 - MAY 1

ODAC Softball Championship

MAY 3 - 5

Mountain East Conference Softball Champ.

MAY 25 - 27

USA Softball Memorial Day Madness Youth Fast Pitch Tournament

JUNE 7 - 9

VHSL Softball State Championships

JUNE 14 - 16

USA Softball Youth Fast Pitch State Tourn.

JUNE 19 - 23

WBSC Senior World Cup Tournament

JULY 5 - 7

USA Softball Youth Fast Pitch Salem Fair Tournament

JULY 21 - 28

USA Girls Class A 16U National Championship

AUGUST 24 - 25

Interstate Church of God Slow Pitch Tourn.

AUGUST 30 - SEPTEMBER 2

USA Men's & Women's Slow Pitch Nationals

SEPTEMBER 14 - 15

USA Softball Heartland College Showcase

SEPTEMBER 21 - 22

USA Softball Help Save the Next Girl Youth Fast Pitch Tournament

OCTOBER 12 - 13

USA Softball Scrappers College Showcase

youth & adult athletics

Manager: Scott Hall,
shall@salemva.gov
Supervisor: Nat Franklin,
nfranklin@salemva.gov
925 Union Street, Salem
(540) 375-4094

YOUTH SPORTS MISSION STATEMENT

The purpose of youth recreational athletic leagues is to provide an enjoyable experience for each youth participant, while developing character, skills, sportsmanship and promoting good will among all teams and individuals. Although sports are competitive by nature, the City of Salem Parks and Recreation Department's intentions are to place less emphasis on winning, while promoting the building of lifetime physical activity and health for each participant.

GREAT BEGINNINGS WITH ED GREEN

Make checks payable to Ed Green, Great Beginnings, and get an application online at parksandrec.salemva.gov. For more info, call Ed at 387-9516.

Ways to Register

- **Online** – parksandrec.salemva.gov
- **In Person** – Sports Office at 925 Union St. 8 a.m. - 5 p.m., M-F
- **By Phone** – (540) 375-4094

\$35 Salem Residents, \$85 Tuition
Paying Students enrolled in a Salem School. Uniforms are included.

ADULT LEAGUES OFFERED

The Salem Parks and Recreation Department offers a variety of adult leagues aimed at increasing physical fitness and promoting social interaction between participants. Adults 18 and up.

REGISTRATION DATES AT ACTIVENET

Boys Soccer (Ages 6-11): Jan. 1 - Feb. 10

Baseball: Jan. 1 - Feb. 10

Softball: Jan. 1 - Feb. 10

Boys Soccer (Ages 12-16): April 29 - June 16

Girls Soccer: April 29 - June 16

Tackle Football: April 29 - June 16

Flag Football: April 29 - June 16

Cheerleading: April 29 - June 16

SUMMER SPORTS CLINICS

See web for more information: Boys & Girls Basketball, Football, Volleyball, Baseball, Softball, Lacrosse, Co-ed Soccer, and Cheerleading. Visit website for location, dates & time.

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50 YEARS AGO



Officers of the Farmer's National Bank on Main Street discuss a scale model representing a revitalized downtown Salem during a meeting in the late 1960s. Bank president Ted Webber (third from right), was known as "Mr. Salem".

Before 1802 when Salem became a town, there were fewer than twenty-five families in the area. One local resident was **James Simpson**, an unpretentious land speculator who made his living sawing timber and making wagons. For twenty years, Simpson had watched the growing number of travelers along the Great Road through Salem, inspiring him to develop a bit of his acreage to lure a few of them to put down roots. He hired a surveyor to lay out a few lots along what would become Main Street in between modern-day Market and Union Streets. He sold the first of those lots in 1802 to **Susanna Cole** for twenty dollars. Today, her lot is the site of the Charlotte's Web Antique Mall.

The town was expanded in 1813 and 1829 to attract new families. Downtown then included a new red-brick courthouse, a few general stores, a blacksmith and other mechanics' shops, and two or three churches. A post office dispatched and received mail by stage coaches, which also transported travelers who occasionally stayed overnight in the half dozen hotels and taverns for which Salem was noted.

Until 1870, the town was just a small horizontal rectangle astride Main Street, but soon began to grow. In 1968, in a move to safeguard its independence, Salem shed its vulnerable status as a town and become an independent city. Salem's downtown has since continued to grow and evolve. Gone are the movie theater, the hotels, and barber shop, replaced by banks, shops, restaurants, and offices, with more development in the works. Over the span of two centuries and with vision and planning, that small town of Salem—made up of only four short blocks—grew into the City of Salem we know today: 14 square miles and a population of 25,000. 🦅



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Improve the health of the communities we serve.



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THEN AND NOW



THANKS FOR YOUR SUPPORT!

