



PRESERVING OUR PAST. SECURING OUR FUTURE.

## President's Message

By your neighbor, Frances McNulty

Hello, neighbors!!!

My name is Frances McNulty, President of OSW, Inc.

September is upon us and that means the Virginia Statewide Neighborhood Conference will be happening soon. This year's conference theme is "Building Leadership in Changing Times" and is being held virtually on September 25, 2021.

The six-hour conference begins at 10:00 am. The panel discussion is titled "Collaborating Together to Create Safe and Thriving Neighborhoods" – an extremely relevant topic for us all. In addition, there will be four workshops to choose from – "The Importance of Succession Planning to Protect Your Neighborhood's Future", "Remaining Relevant in Changing Times", "How to Lead a Strong HOA that Creates a Safe Community", and "Living Together, Living Apart". There will also be a youth café. It looks to be a good conference with quite a bit of interesting and informative topics presented.

You can register online at the link below until 6:00 pm on September 24, 2021. Mail in registration forms must be received by September 20, 2021. Registration is \$50.00 for adults and \$10.00 for youth.

<https://www.boomset.com/apps/eventpage/115120>

Remember, we'll have a space waiting for you the third Thursday of every month at the Gish House. I'll look forward to seeing you then!!

# OSW Voice

September 2021

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## OSW's Got Talent

*Spotlight on talent in our OSW neighborhood*

### **The "Art" of Linking Old House Beauty to Comfort & Ecology**

*by your neighbor,  
Monica Rokicki*

Any visitor to Old Southwest is mesmerized by the visible charm of the porches, colors, columns, and windows. The OSW Annual Parlor Tour lets us even peek inside a few each year. The necessary price of the romance and beauty of these homes is a little draftiness and higher energy bills, right?

Day Avenue resident Monica Rokicki emphatically answers 'no!' Her talent is to create an actionable path that links each home's history, beauty, energy and water efficiency, and future durability. She sees the dynamic, flowing universe beyond the visible layers. Is it art? Yes. Is it science? Yes. Is it magic? No. But it can seem like it.

It all started during Monica's day job while pursuing dual degrees in Architecture and Philosophy. She was serving as Executive Director for an international non-profit that used science to solve environmental problems. One day, flying over the Arizona desert, she watched dust devils forming and dissipating below. She asked her mentor, mesometeorologist Dr. Joseph Goldman, what caused them. He answered: "As our planet spins and moves around the sun, energy is in constant motion. Heat goes to cold, moisture to dry, high pressure to low. Dust devils are just visible examples of the way the laws of thermodynamics work. Weather outside changes on the same principles as a result of night, day, seasons, and geography."

At that moment, Monica's passion for building-science began. If these forces create weather 'outside', what are they doing 'inside' our homes? Can we harness them to make buildings more energy efficient, sustainable, healthier, safer?

After completing her degrees in 2001 and then a decade of architectural design practice in Virginia, Monica founded Better Building Works LLC in 2011 to provide building science-based solutions for existing buildings as well as new ones. Unifying the art of design with the laws of physics means even the oldest, leakiest home can be affordably improved while enhancing its inherent beauty and character. Instead of paintbrushes, her tools are blower doors, infrared cameras, radon and carbon monoxide monitors. Her works of art are energy audits and home renovations with customized road maps for any building, objective, or budget.



*Calling all artists, musicians, gardeners, crafters, etc. Do you, or someone you know in OSW have a talent or hobby you'd like to spotlight? We'd like to learn about it!*

*<https://www.oldsouthwest.org/contact-us>*

In fact, her understanding of building science is what led Monica and husband, Philosopher Ivan Guajardo, to purchase one of the homes renovated by the City of Roanoke on Miller Hill (the 400 block of Day Avenue). In the mid 2000's, a building science approach transformed several dilapidated 100-year old homes into Energy Star-qualified beauties. From this spectacular location in Roanoke, Virginia, USA, Planet Earth, Milky Way Solar System,

Monica's talent helps other homes become sustainable, healthier, energy wise, and even more beautiful.

You can find Monica online at [betterbuildingworks.com](http://betterbuildingworks.com) or follow her on Twitter: @canaryscience. #everythingisconnected

## It's Our Business

*Good businesses make good neighbors. Let's support them!*

### Sunnyside Market Convenience Store & Deli

*By your neighbor  
Mary Anne Mather*

Sunnyside Market is a longtime community convenience store in the heart of Old Southwest. If you haven't been in recently, I encourage you to stop by and have a look around. As one customer puts it, "Magical. They seriously stock an immense variety of foods and basic supplies." Another customer shares, "Best little neighborhood store in Roanoke. I could live only shopping here. And have."

Owner Steve Hite adds, "Last minute entertaining? We've got ya covered! Assorted wine, cheese, crackers & dip makings." Sunnyside embodies the true meaning of CONVENIENCE.



*Sunnyside Market owner's Steve Hite and Joe Ryneer are proud to serve their OSW neighborhood.*



*Stop by to meet Brandy at the Sunnyside deli counter.*

But wait...there's more! Did you know about the deli in the back that brings a little bit of New York, Chicago, and Seattle to our Virginia neighborhood?! Deli Manager Brandy Aldred provides freshly made sandwiches daily and a variety of deli sides. She describes the vibe as New York deli inspired with southern sides. All sandwiches are made with Boar's Head meats and cheeses, which can also be purchased sliced by the pound. One of the customers at the deli the day I visited told me Brandy serves the best hotdogs in Roanoke. They're served Roanoke, Coney Island, New York, Seattle, or Chicago style—your choice! You'll have to stop by to learn what all that means!

A little bit about Brandy—she's originally from Richmond. Her dad was in food service and got her a job as a "cafeteria lady" at a private school when she was only 17. As she describes it, "I was serving students who were pretty much my age." She later worked in a Kosher deli at a Jewish Community Center in Richmond before bringing her 20-year+ experience to Roanoke. Brandy's only been at Sunnyside since

May 2021 and is still refining her offerings to suit her customers. With advance notice, she can provide box lunches if you're planning a meeting or other gathering. As the days cool down, Brandy plans to feature homemade soups, including pumpkin, hearty potato, and Brunswick stew served with cornbread.

Sunnyside is a true neighborhood endeavor. Owners Steve Hite and Joe Ryneer live in OSW in a lovely renovated home on 8<sup>th</sup> Street. And Brandy lives right across the street from the store. While I was interviewing her, Brandy told me she only uses real whipped cream on her homemade desserts. After seeing the picture of her banana pudding (it was sold out), I'm planning a return visit soon for a pastrami sandwich and banana pudding! You should plan on stopping by, too. Introduce yourself to Brandy. She's at the deli Monday – Friday until 3:30. And say hello to Alice and Thomas at the front register. Steve says he just couldn't succeed without this dedicated and friendly team!



#### FOR MORE INFORMATION

What: Sunnyside Market

Where: 502 Mountain Ave. SW

When: Daily 7 am-10 pm, Sunday 8-8, open holidays/hours vary

[www.facebook.com/SunnysideMarket/](https://www.facebook.com/SunnysideMarket/)

Phone: 540-344-5185

## Meet Your Neighbors

500 Block of Day Ave. Hosts Food With Friends

By your neighbor, Mary Anne Mather



Saturday, October 9 is going to be a fun-making, friend-making, and memory-making day in Old Southwest when neighbors on the 500 block of Day Avenue host our Second Annual Block Party as a Food With Friends. We invite our OSW neighbors to join us! Children welcome.

Lots of smiles in 2019 - neighbors enjoyed the food, fun, and one another.

badminton, "Can Jam," chalk, and mega bubbles near the 6<sup>th</sup> Street end of the block. We're also working on finding live entertainment. Any musicians in the neighborhood who might want to contribute to the fun?

(Please email [maryanne.mather@gmail.com](mailto:maryanne.mather@gmail.com). ) If you have a transportable chair, shade umbrella, or outdoor game, please bring it along.

A few Day Avenue "hosts" plan to get the party started with some brats, burgers, hotdogs, rolls, and fixin's. Neighborhood grill-master Dan Danko will head-up the cooking. (He hopes there's a volunteer "sous" grill-master willing to lend him a hand.) If you join us, bring your own beverage and a dish to share. It could be an appetizer, entrée, side, or dessert. Please bring a serving utensil, if needed.

How did all this get started? In 2019, residents on the 500 block of Day Avenue in OSW wanted to get to know one another better. It's a street with homeowners, renters, young, and old. Our paths don't always cross. In looking for a way to transform a neighborhood street into a "community," neighbor Dan Danko hatched the idea to have a Block Party. Many of us are still talking about how much fun it was! COVID crimped our style last year, so we're making up for missing our 2020 Block Party



Mega bubbles were a hit with the kids (and some grown-ups,

### FOR MORE INFORMATION

What: Food With Friends

Where: 500 Block Day Ave., corner 6<sup>th</sup> & Day

When: Sat., Oct. 9, 1-5; rain date Oct. 10

Bring a dish to share & a smile!

Parking: Walk if you can; block will be closed to traffic

by turning our 2021 gathering into a Food With Friends. Events like this one are a happy reminder that a true neighborhood is a lifestyle, not just a collection of houses.

Would you like to host a future Food With Friends? The host picks the date and a theme, and provides the place, paper products, eating utensils, and ice. Attendees bring a dish to share and beverage of choice. The people you've been waiting to meet look forward to your invitation. Interested? Contact Wendi Richert <https://www.oldsouthwest.org/contact-us>, and OSW will add your Food With Friends to the newsletter's calendar.

## Yesterday & Today

By your neighbor, Julie Mugford

### DID YOU KNOW?

There's a hidden courtyard with a koi pond in OSW? No one would guess it used to be part of an Esso Gas Station!

(transformed, really), and *Oliver's Twist* was born in the Historic District of Old Southwest. The salon is a cooperative of independent hair stylists who each separately maintain their own individual business practices and policies.



*Courtyard with tranquil koi pond*

outside courtyard, complete with a lovely koi pond. There are multiple areas to sit, including a hanging chair. It's no wonder this

### FOR MORE INFORMATION

What: Oliver's Twist Hair Salon

Where: 441 Mountain Ave. Sw

When: 7 days/week, appointment required

Phone: 540-343-8947

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

[www.facebook.com/Oliverstwistsalon/](https://www.facebook.com/Oliverstwistsalon/)

## Did You Know?

### *OSW – A Look Back, A Look Now*



*1940s Roanoke Esso Station, Roanoke Library*

There are seven stylists at Oliver's Twist. Some work fulltime, and others, part time. To better help me write this article, I decided to give Oliver's Twist a try. Although I moved to Roanoke in 2019 from Richmond, Virginia, I was still using my long-time and much-loved stylist back home. I just couldn't give her up! I could not have been more pleased with the ambiance of Oliver's Twist physical space, and especially with the professionalism of the stylists. The stylists are wonderfully trained and are magicians in giving you the look you want! Oh, and one of the best treats—as clients are waiting for their hair to process, they can enjoy the beautiful



*Esso gas station, elegantly transformed*

Oliver's Twist caters to all schedules. They are open seven days a week, with evening hours Tuesday through Thursday. Check out their website to see more about each stylist and samples of their work. Even if you think you're pleased with your current hair salon (like I was), try Oliver's Twist. I know I've found MY hair salon in Roanoke!

## Out of Bounds

*An interesting destination beyond the OSW community.*

### Twisted Track “Brewpub”

*It’s not your ordinary craft brewery...*

*By your neighbor, Julie Mugford*

If you haven’t been to Twisted Track, you MUST!! Roanoke offers many fun and interesting craft breweries, but being a “brewpub” sets Twisted Track apart from the rest. Not only do they serve food, along with the brews....they also serve GREAT food! Co-owner, Will Landry, said he’s been pleasantly surprised by how many people come for the food when they visit Twisted Track. The brewpub business model is a winner!



Another feature that makes Twisted Track a place not to miss is the

availability of ciders and wine, along with the beers. Landry explains, “There are a lot of dedicated beer drinkers who have spouses or friends who aren’t beer lovers, so we wanted to offer something for everyone.”

The menu offers appetizers, salads, sandwiches, and entrees—all on par with quality restaurant foods. And, of course, since Twisted Track is a brewery, they typically have eight different beers on tap at all times with some turnover about once a month.



Twisted Track is located in the former Soaring Ridge Brewery; however, the renovations have given the space a totally different look and feel. So, plan to visit on a Sunday for brunch, or an evening for dinner and music, bingo or trivia, or dinner and live music, OR just to get a GREAT beer in a GREAT setting!

#### FOR MORE INFORMATION

What: Twisted Track Brewpub

Where: 523 Shenandoah Ave. NW

When: Tues-Thurs 3:00-9:00, Fri/Sat noon-10:00, Sun noon-8:00

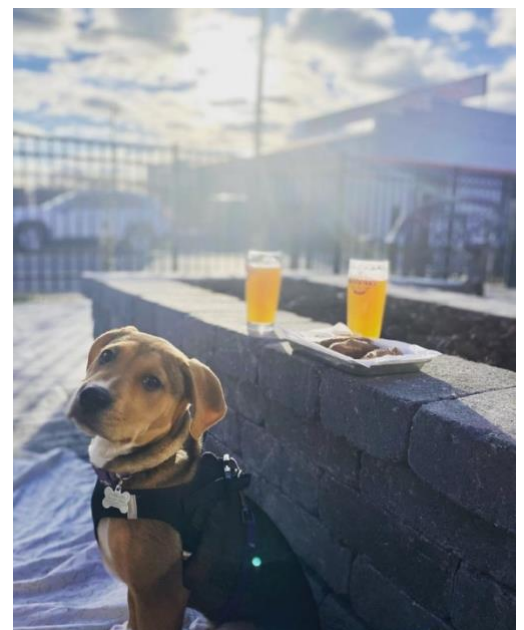
Phone: 540-339-9776

online ordering available

[twistedtrackbrewpub.com/](http://twistedtrackbrewpub.com/)

[www.facebook.com/TwistedTrackBrewpub/](https://www.facebook.com/TwistedTrackBrewpub/)

OSW folks - let’s plan on meeting at Twisted Track on Thursday, September 30 at 6:00! Hope to see you there.



## Become a Member

We welcome all who reside in OSW, renters as well as homeowners, to our meetings and activities. Check out our website and click on that big button that says "Members" to learn how to become a supporting member and help all our special projects and activities come to life!

<https://www.oldsouthwest.org/members>

You can also click on [Become a Member](#) or [Join Now](#).

Both buttons take you to the page where for \$10 you can join in helping preserve our amazing neighborhood and keep it a welcoming and fun place to live, work, and play.

## OSW Voice Newsletter

*Want to know more about our OSW community?*

*Have an idea or want to share some news?*

Contact Wendi Richert at  
<https://www.oldsouthwest.org/contact-us>

PRESERVING OUR PAST. SECURING OUR FUTURE.

## Mark Your Calendar



All neighbors invited, encouraged, welcome!

### September

**30** – 6 p.m.: Neighborhood Meet-Up, Twisted Track Brewpub

### October

**2** – Block Pride Day, 8-noon, details p. 7

**9** – 2<sup>nd</sup> Annual Day Ave. Block Party & Food With Friends, 500 block of Day Ave. SW (rain date Oct. 10)

**21** – 6:30 p.m.: OSW Safety and Neighborhood Meeting, Gish House

### December

4-5 OSW Parlor Tour: Canceled due to COVID concerns. But we have some ideas - stay tuned!

## Save The Date BLOCK PRIDE 46

46th Bi-Annual Neighborhood Clean-Up Festival!

**SATURDAY, OCTOBER 2, 2021**

**8:00 am - 12:00 noon**

**CLEAN-UP AREA:**

**Old Southwest Neighborhood Wide**

**Come show your neighborhood pride and have a little fun along the way.**

Participants please call ahead for large groups or stop by during Block Pride at the OPERATIONS CENTER (under the tents) on the corner of 8th Street & Day Avenue or 4th Street and Washington Avenue. Please SIGN-IN and pick-up gloves, bags and other supplies.

**Pizza & Drinks will be provided to those who Volunteer.**

**For further information or to participate, please call 312-6485**

**OSW = Community - History - Diversity - Safety - Ecology - Empathy & FUN!**

*Our vision is to live in a community where people care about their neighbors, participate in neighborhood life, and are open to building a future together that makes Old Southwest the most desired community in the Roanoke Valley in which to live, work, and play.*

**Find us at**

Facebook: <https://www.facebook.com/OldSouthwestInc>

Nextdoor: [https://nextdoor.com/neighborhood\\_feed/](https://nextdoor.com/neighborhood_feed/)

Website: <https://www.oldsouthwest.org>

**OSW Board of Directors**

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