

# 1701

## MAGAZINE

THE INSIDE SCOOP ON  
COMMUNITY HIGHLIGHTS  
AND BUSINESS INSIGHTS  
FROM 1701 COWORKING.



A 1701 Publication | April 2018

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## CREATING A COLLABORATIVE COMMUNITY

The coworking space at 1701 Baltic Ave is a hub for entrepreneurs, artists, remote workers, and influencers in Virginia Beach. The flexible workspace, fast internet, and quality peer interactions make 1701 a highly sought after work space. A rotating gallery features local artists, while the open floor plan of the space is drenched with natural light, keeping the environment fresh and inspiring. Proximity to the beach, discounts at local restaurants and shops, plus the fastest wifi in Virginia Beach are a few of the membership amenities.

Nestled in the heart of the emerging ViBe Creative District, 1701 is a natural fit as more companies allow their employees to work remotely. All of the flexibility of working from home, with the professionalism of an office and camaraderie of a community, is waiting for you at 1701.

*1701 Magazine* was created to highlight the innovations, ideas, and accomplishments of our coworking community.

COVER IMAGE SOURCE: EMILY LEWIN PHOTOGRAPHY

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# HOW TO WORK FROM A LAPTOP AND NOT BREAK YOUR BACK

BY MEGAN STUCKO  MEMBER

Do you feel like you need a full chiropractic adjustment after a day of working from the coffee shop? With a laptop, charger, and wifi, you can work from just about anywhere. Unfortunately, our bodies aren't designed to do the same.

# THINK CREATIVELY ABOUT WAYS TO ADJUST YOUR SET UP TO WORK BETTER FOR YOUR BODY

Slouching over a little table at a cafe or sinking into a comfy couch at the library certainly aren't the most ergonomic options, and if done frequently enough, can cause some pretty serious harm to our bodies. If working on your laptop is a necessary evil for you, follow these tips:

**Get a separate keyboard (and mouse).** With your screen attached directly to your keyboard, you're either going to sacrifice your neck or your wrists. While it's not practical to bring an extra monitor with you everywhere, you can make room in your bag for an external keyboard. Adjust it so that you can type in a position that allows your shoulders and arms to relax. Then set up your screen so you can view it without bending your neck (if needed, put a couple of books or your bag under your laptop). While you're at it, spring for an external mouse, too.

**Recline a bit.** If you don't want to bring a separate keyboard and mouse, find a chair that lets you lean back. Recline the chair and angle your screen up slightly to take the strain off of your neck. If a recliner isn't available, try to put your feet up on a stool, coffee table, or another chair. Make sure that your lower back is supported by putting a pillow behind your back or under your feet.

**Stretch it out.** Take breaks as frequently as you can, and step away from your computer. Our bodies were made to move around. Try some quick stretches to relax your muscles and reduce tension. It might feel a bit silly at first, so recruit a friend or coworker to join you. Take a quick walk during your lunch break or have a walking meeting. (Even walking to the bathroom or



## GETTING UP AND MOVING AROUND CAN MAKE A HUGE DIFFERENCE IN YOUR DAY.

for a coffee refill is better than nothing!) Get up and move every 30-40 minutes throughout the day.

**Invest in a dedicated set-up.** If you work from home or a coworking space, consider investing in a dedicated desk, chair, and extra monitor. (1701 offers dedicated desks starting at just \$365 per month.) It may seem like an investment up front, but when you consider that you spend over 2,000 hours a year working, it's worth it to be comfortable.



MEGAN STUCKO IS AN ORGANIZER EXTRAORDINAIRE. AND IS THE COMMUNITY MANAGER AT 1701. BEFORE SHE WORKED AT 1701 MEGAN SPENT SEVERAL YEARS WORKING REMOTELY

FOR A LARGE TECH COMPANY. MEGAN RECENTLY STARTED HER OWN BUSINESS AS A BOOKKEEPER FOR LOCAL SMALL COMPANIES. SHE EDITS THIS MAGAZINE AND KEEPS US AT OUR VERY BEST WITH HER GRAMMAR AND WRITING SKILLS. CONTACT HER AT [STUCKO@1701VB.COM](mailto:STUCKO@1701VB.COM).

# THINGS WE LOVE

SPRING EDITION



Image Source: False Cape State Park

## False Cape State Park

"Hiking or kayaking into the park to camp and explore. It's a hidden nature gem, bird sanctuary, and awesome shells on the beach."  
-Ashley G.



Image Source: Busch Gardens

## Busch Gardens

"Busch Gardens is even more fun in the early spring before it's too hot and crowded!"  
- Megan S.



Image Source: Emily Lewin Photography

## Biking the Boardwalk

"I'm excited to be able to take my bike out again and enjoy the weather on the boardwalk!"  
- Lisa D.



Image Source: Pexels

## Canoeing in the Lake

"Love the warmer weather for canoeing on the lake behind my house!"  
- Tim R.



Image Source: Google Keep

## Strawberry Picking

"The first round of strawberry picking starts in late April and continues through the summer! You can find locations in the local papers."  
- Kevin C.



Image Source: Pexels

## Alfresco Brunches

"I can't wait to be able to sit outside and enjoy my food and coffee!"  
- Emily L.

## IT'S FINALLY WARM OUTSIDE!

We asked members of 1701 for their favorite spring activities! What hidden gems are best appreciated before the tourists and mosquitos arrive? Check these out and let us know what you think on social media: @1701vb.

# PEOPLE WE LOVE

## ARTIST EDITION



### STEPHIE JONES

STEPHIE JONES IS A FINE ARTIST, ENTREPRENEUR, AND RECENT PANELIST AT 1701. YOU CAN FIND HER PAINTINGS AT STEPHIEJONES.COM. @STEPHIE\_JONES\_ART

### VS MARLOWE EMERSON

VISUAL ARTIST, AND OWNER AT MARLOWE EMERSON STUDIO - OPENING APRIL 14 AT 149 N. MAIN STREET, SUFFOLK, VA

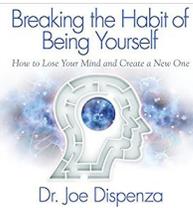
MARLOWEEMERSON.COM @MARLOWEEMERSON



### HOW DO YOU FIND INSPIRATION?

Taking a class (online or in person) takes me out of myself and gives me a new mental approach which usually jump-starts my creativity.

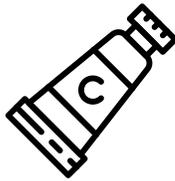
I just start painting.



### WHAT'S IN YOUR HEADPHONES?

Breaking the Habit of Being Yourself, by Dr. Joe Dispenza

Marie Antoinette movie soundtrack



### WHAT'S YOUR FAVORITE ART TOOL?

Right now? Acrylic paint and a flat.

The other end of the paint brush.



Artwork by Bobbi Gunn, reprinted with permission www.bobbigunn.com

### WHO IS YOUR FAVORITE LOCAL ARTIST?

Bobbi Gunn, her landscapes and use of color give me all the feels.

Joan Gorman



Artwork by Joan Gorman, reprinted with permission



### CHOCOLATE OR VANILLA?

CHOCOLATE.

Chocolate.



# 1701 MASHUPS

## COMMUNITY COLLABORATIONS

STORIES OF PROJECTS, COLLABORATIONS,  
AND PARTNERSHIPS BETWEEN 1701  
MEMBERS OR PEOPLE MEETING AT 1701.



Three 1701 Members, Peter Kraus, Tommy Lyons, and Louis Costa, have partnered to launch the software start-up FamilyApp. Peter is the visionary leader, Tommy is a developer turned project manager, and Louis is the liaison to an overseas software development company that he leads.

All three men met at 1701 while working on other projects and formed relationships that led to this collaboration. They've continued to base their operations at 1701 and collaborate with other members and the community as the app moves out of beta and into the general market.

# FAMILYAPP BRINGS FAMILIES TOGETHER THROUGH TECHNOLOGY

Text Messaging. Email. Facebook. Slack. Instagram. Twitter. Where does it end?

In today's tech world, you can easily get lost online and lose touch with the people who matter most in life.

But wouldn't it be better if you could harness the power of technology to enhance those interactions? That's where the FamilyApp comes in.

It's a new approach to networking where you consolidate conversations with family and take control of your data. Privately share photos and schedules, plan events, and interact as a family with the brands and causes that matter most to you through family channels.

Plus you can support a growing local business started by 1701 members, Peter Kraus and Tommy Lyons. Download the app today: [familyapp.com](http://familyapp.com)

FAMILYAPP IS A CENTRALIZED  
HUB FOR FAMILY COMMUNICATION,  
SCHEDULING, SHARING, AND MORE!





# THE 'F-WORD' YOU MUST USE EVERY DAY IN YOUR CAREER

BY DANNY RUBIN 1701 MEMBER

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Let me start this column with the main point front and center. If you're not willing to employ the "F-word" in business every single day (no exceptions), then you won't find success. It's impossible. See, the "F-word" is the secret ingredient that drives projects forward and ensures you will, in time, realize your career goals.

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## THE F-WORD IS THE SECRET INGREDIENT THAT DRIVES YOUR GOALS.

By the same token, the "F-word" is the most grueling, painstaking, and demanding aspect of building something special from the ground up. When you wake up in the morning, it's right there at the top of the to-do list. It never goes away.

But every time you "follow up," you bring yourself ... (Oh, wait. You thought I meant the "other" "F-word?" Get your mind out of the gutter!)

As I was saying, every time you "follow up," you bring yourself one step closer to the prize.

Why? With any new business or initiative, the outside world is skeptical. People are content with the product or service they already have. Why should they care what you offer? You couldn't possibly make the situation any better, right? Or so they think.

That's why, like clockwork, potential customers ignore your emails, screen your phone calls, and generally keep their distance. Over. And over. And over.

"Leave me alone," they silently scream. "I'm not interested."

Then, you have two choices: walk away, or drop the "F-bomb."

If you stop trying, the project stalls, and you lose. Game over. Another headstone in the cemetery of failed businesses because you weren't willing to "follow up." Another "wentrepreneur" who crumbled at the first sight of hard work. Dime a dozen.

To me, the need to try, try, and try again is as germane to business as paying taxes and having a website. It's part of the game, and there's no escape.



That's why, I have included templates for three common follow up scenarios in business. You will find opportunities to use the guides every day. "F-word" chances are never far.

### 1. How to follow up if someone ignores your first email

Reply to the previous email you sent:

*Hi \_\_\_\_\_,*

*I'm following up to make sure you saw the email I sent [earlier this week/late last week] about [quick info about the issue at hand; for instance, "the Collins proposal"].*

*Please let me know.*

*Thanks again,*

*Your first name*

Recap: Short and sweet — plus, you remind the person what the email is about (ex: "Collins proposal").

## 2. How to follow up if someone said they'd do a favor/task for you but never did

Reply to the previous email you sent:

Hi \_\_\_\_\_,

*I'm following up to make sure you're still able to [the favor/task; for instance, "introduce me to Gloria Rodriguez via email"].*

*Please let me know if that's possible.*

*Thanks so much,*

*Your first name*

Recap: Again, details matter with the follow up message. Gently remind the person what they promised to do. When people offer to open a big door for you, don't let them off the hook. All of your future success could be at stake. Don't walk away.

## 3. How to follow up when it's clear the person is avoiding you

OK, it feels an awful lot like the person doesn't want to deal with you. I get it — no fun following up. But again, you have no choice but to keep trying because your project depends on a response.

Hi \_\_\_\_\_,

*I know you've received several messages from me, but I would still appreciate if you could [whatever you need the person to do; for instance, "take a look at the first draft of my short story and give me your honest feedback."]*

*[Then, explain in one line why you would appreciate the help; for instance, "You have a keen eye, and I know you can take my work from good to great."]*

*Thanks again for the help,*

*Your first name*

Recap: First, you speak to the fact you already sent "several messages." Put it out there and move on. Then, remind the

**EAT, DRINK, FOLLOW UP,  
SLEEP, REPEAT. THAT IS  
WHO YOU ARE FROM  
NOW ON.**

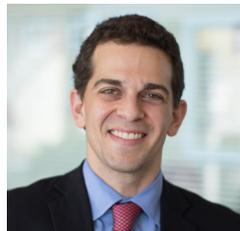
person what you need and explain why you respect their opinion.

OK, huddle up. If you care about the work you're doing and believe it's your true calling in this world, then you have no choice but to follow up with all your heart and soul.

Eat, drink, follow up, sleep, repeat. That's who you are from now on.

And if emails won't do the trick, pick up the phone and stay in pursuit.

Just make sure you don't drop the "F-word" during your call. Oh, you know what I mean.



DANNY RUBIN IS THE AUTHOR OF "WAIT, HOW DO I WRITE THIS EMAIL?" AND "WAIT, HOW DO I PROMOTE MY BUSINESS?" FOR MORE COMMUNICATION TIPS, FOLLOW HIM ON TWITTER AT @DANNYHRUBIN OR VISIT DANNYHRUBIN.COM



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PORT & STARBOARD AND 1701 CO-FOUNDERS LISA DENOIA AND JEFF WERBY LED THE PROJECT FROM START TO FINISH.

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# NATIONAL RECOGNITION FOR VIRGINIA BEACH SALESFORCE TEAM

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BY LISA DENOIA

1701 MEMBER

The Salesforce implementation and adoption at one Virginia Beach company has become a pinnacle of success in the federal government contracting industry. The project was featured at Dreamforce 2017 in San Francisco by John Scardino. Scardino shared the details of our transformation of ADS Inc's enterprise architecture and culture in just three years.

Port & Starboard co-founders, Lisa DeNoia and Jeff Werby, led the implementation project, which kicked off in December 2013, from start to finish. The two developed and implemented a revolutionary system, allowing a defense contractor to have improved efficiency and maximum transparency, while enhancing company culture, compliance, and speed of execution. The final solution was fully integrated with the company's back-end ERP system. It accommodated countless customer-facing and internal support processes that were formerly managed in many disjointed applications.

By 2016, just three years after starting the project, a powerful solution comprised of Salesforce features (Sales Cloud, Service Cloud, Identity, Knowledge), AppExchange products (SteelBrick (now Salesforce CPQ), TaskRay, RemedyForce), integrated solutions (Odaseva, Cloudingo, ShoreTel Sky, Jitterbit, Tableau, Dataloader.io), and custom-built platform apps streamlined every function in the company, including sales, service, finance, logistics, IT, marketing, events, and the warehouse.



**FROM TRAILBLAZING A NEW PROCESS FOR A LARGE COPRO- RATION, TO CONSULTING SMALL- ER COMPANIES THROUGH THEIR TECH ACQUISITIONS.**

The culmination of the project for its visionary leaders was the founding of their own consulting practice, Port & Starboard LLC. "During the course of this project, we overcame significant obstacles and learned many important lessons about leadership and organizational change. Now, as consultants, we're focused on sharing our knowledge with our clients," DeNoia said.

"We were honored that Salesforce shared the impact of this project with the broader community at Dreamforce 2017," Werby said. "We are excited for and proud of our talented colleague, John Scardino, in whose capable hands we left our capstone project when we pivoted away from our full-time jobs last year to launch our consulting practice."

**PORT & STARBOARD 1701 MEMBER**

PORT & STARBOARD IS A VIRGINIA BEACH-BASED TECHNOLOGY AND BUSINESS CONSULTANCY WITH A TEAM FOCUSED ON SALESFORCE, WORDPRESS, WOOCOMMERCE, AMAZON WEB SERVICES, G SUITE, AND CLOUD MIGRATION. OUR CLIENTS RANGE FROM SMALL NON-PROFITS, SMB MANUFACTURING OPERATIONS, LARGE MULTINATIONAL MEDIA COMPANIES, AND FORTUNE 50 CONGLOMERATES. WE ARE ALWAYS INTERESTED IN TALKING TO PEOPLE ABOUT THEIR MOST COMPLEX AND IMPORTANT PROBLEMS. LEARN MORE AT PORTSTBD.COM.

Port & Starboard co-founders Lisa DeNoia and Jeff Werby at Dreamforce in 2015



# APRIL EVENTS

## WORK HARD



### MARRIAGE & HARMONY OF ART + ENGINEERING

Thurs, 3/1, 7:00pm-8:00pm

Join us for a panel discussion on the integration of two seemingly disconnected fields: Art & Engineering. Learn how creativity changes our perspective.  
Virginia MOCA  
<http://bit.ly/artengmoca18>



### NASA UAV TECH SHOWCASE

Tue, 4/17 8:00am-5:00pm

Featuring three of NASA's prominent UAV-related technologies with presentations from inventors, flight demonstrations, 1-on-1 meetings, & an more.  
National Institute of Aerospace  
<http://bit.ly/nasauav418>



### BUSINESS DEVELOPMENT IN PUERTO RICO

Tues, 3/20, 6:00pm-8:00pm

Young Puerto Rican founder of the Think Tank ConPRmetidos, Isabel Rullan, will talk about finding opportunity for economic development in Puerto Rico.  
The Westin Town Center  
<http://bit.ly/2IHJdxk>



### STATE OF THE PORT OF NORFOLK

Wed, 4/11, 11:30am-2:30pm

Stay current with the affairs of Virginia's Ports with industry colleagues while enjoying a breakfast or luncheon! Register by April 6th to secure your spot!  
Hilton Norfolk The Main  
<http://hrgcc.org/events/>



### ELIZABETH RIVER TRAIL ANNOUNCEMENT

Fri, 4/6, 4:00pm

Join Friends of the Elizabeth River Trail Fdn., Mayor Kenneth Alexander & local business leaders to announce a major investment & unveil future enhancements.  
Plumb Point Park  
<http://bit.ly/2HQ8pR1>



### COMMUNITY OF ONE

Mondays, 4/9, 16, & 30, 6:30pm-8:30pm

Strategic volunteer training to make homelessness rare, brief, & non-recurring with a focus on local partnerships and attainability.  
Renaissance Academy  
<http://bit.ly/2pLhvaY>



### GOING GREEN: THE FUTURE OF FARMING

Wed, 4/11, 6:00pm-8:00pm

Join five Hampton Roads agricultural leaders to hear how small farming is making a big comeback from government policies to grassroots efforts.  
1701 Coworking  
<http://1701vb.com/events>



### FEMALE FOUNDER ROUNDTABLE

Wed, 4/25, 6:00pm-8:00pm

Come hear Hampton Roads Founders share & answer questions about funding & raising capital for their entrepreneurial endeavors & businesses.  
1701 Coworking  
<http://1701vb.com/events>



### VIRGINIA SHARK TANK 2018

Sat, 4/13, 4:30pm-10:00pm

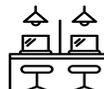
We'll be placing five to six carefully selected entrepreneurs and 10-20 early stage startups in front of a panel of investors who will take no quarter.  
Stryker Center, Williamsburg, VA  
<https://ignitioncenter.com/shark-tank>



### EARNING WHAT YOU'RE WORTH

Tues, 4/10, 11:30am-1:00pm

Join The Women's Forum of Coastal Virginia as we look at the money women make, & discuss the reasons behind the disparity, & ways to increase salaries.  
Clark Nexsen, Town Center  
<http://bit.ly/2G1FtFj>



### FREE COWORKING DAY AT 1701

Fri, 4/6, 8:00AM-5:00PM

Join freelancers, artists, start ups, entrepreneurs, & local influencers. Free & open to the public & all new members who haven't used their first day yet.  
1701 Coworking  
<http://1701vb.com/events>



### THRIVE IMPACT TALK

Wed, 4/18, 5:30pm-7:30pm

IMPACT Talks feature prominent Hampton Roads leaders discussing issues that affect young professionals. May's talk will focus on workforce development.  
1701 Coworking  
<http://1701vb.com/events>

## ALWAYS BE LEARNING

All work and no play makes everyone dull, all play and no work makes everyone poor. We're working together to find a healthy balance! We're trying to feature both business and fun events that can enrich your life personally and professionally. We'd love to hear about any learning or growth centered activities [info@1701vb.com](mailto:info@1701vb.com).

# FOR A BETTER LIFE

# PLAY HARD

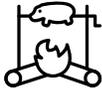


## FIRST FRIDAY STORY EXCHANGE

Fri, 4/6, 6:00pm-8:00PM

Melissa Schappell utilizes the power of visual art to spark conversation about challenging contemporary subjects, like mental health.

17th Street Marketplace  
<http://bit.ly/1stfriapr18>

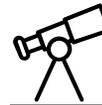


## VBYSO SPRING OYSTER & PIG ROAST

Sat, 4/28, 1:00pm-6:00pm

Serving beer, wine, chili, chowder, chicken, oysters & our famous Pork BBQ. All you can eat & drink. All proceeds fund charities benefiting children in HR.

Camp Pendleton  
<https://vbysc.org/spring-event>



## PRETLOW PLANETARIUM FREE DAYS

Mon & Thurs in April, 7:00pm

We'll start with a full-dome, educational movie followed what's currently in the night sky, talk about constellations, planets, nebula, galaxies, & more.

Pretlow Planetarium  
<http://bit.ly/planetarium18>



## FIDF VA POKER TOURNAMENT

Wed, 4/2, 5:30pm-10:30pm

An evening to support families of fallen soldiers. Join us for food, drinks & tons of fun, plus prizes for the final table players. Register online to sponsor or be a player.

Congregation Beth Chaverim  
<http://fidf.org/vapokernight18>



## NATO FEST PARADE OF NATIONS & VILLAGE

Sat, 4/28, 10:00am-3:00pm

Over 100 parade units including colorful floats representing each of the 29 NATO Member Nations, plus, United States and international military bands and more!

Downtown Norfolk & Town Point Park  
<http://bit.ly/nfknatofest18>



## BEATS, BEER, & BRUNCH

Sun, 4/22, 10:00am-3:00pm

Once a month, Esoteric hosts a killer Sunday brunch with a local DJ. We will have a sick menu, beer lineup & stellar cocktails. Call for reservations 822-6008

Esoteric  
<https://www.facebook.com/esotericvb>



## ARTINI: DRINKS & HIJINX

Fri, 4/13, 7:00pm-10:00pm

Celebrate ARTini, where art meets mixology! Presenting some of the area's finest mixologists preparing a signature ARTini that YOU get to vote for!

Virginia MOCA  
<http://bit.ly/arthijinxmoca18>



## VIRGINIA BEACH EARTH DAY

Sat, 4/21, 11:00am-4:00pm

Refresh your approach to making our world a healthier place with various exhibits, displays, & activities that provide innovative ways to green your lifestyle.

Mount Trashmore Park  
<http://bit.ly/vbearthday18>



## SPRING CRAFTED HANDMADE MARKET

4/7-4/8, noon-6:00pm

Come shop the indoor Spring Market from a unique selection of handmade goods directly from the makers all while enjoying the fun atmosphere & more!

O'Connor Brewing Co  
<http://www.craftedva.com>



## THE ART OF HUMANITY FAMILY FESTIVAL

Sat, 4/7, 10:00am-1:00pm

Family friendly gathering in honor of the Season of Nonviolence. Art making, family activities, live music, spoken word, & community organizations.

ViBe Park (corner of 18th & Cyprus Ave)  
<http://bit.ly/vibe0407event>



## ISRAEL STORY PODCAST LIVE SHOW

Sun, 4/15, 7:30pm-9:30pm

Join award-winning Israeli radio show & podcast for a multi-sensory journey as they kick off their brand new live show celebrating Israel's 70th anniversary!

Waterside District  
<http://bit.ly/israelstory18>



## 2ND ANNUAL SEAFOOD FESTIVAL

Sat, 4/21, noon-5:00pm

Enter to win a Boston Whaler Boat! 2nd Annual Seafood Festival supporting An Achievable Dream Academies. Feat. Hearth, Mission BBQ, Bay Local, & more!

Chics Oyster Bar  
<http://bit.ly/chicsseafoodfest18>

## HAVE FUN WITH YOUR COMMUNITY!

We believe in working hard but also in finding fun activities to enrich our lives, learn new skills, and participate in our community! Share your favorite Virginia Beach activities with us @1701vb.

BY WILLIAM HAZEL 1701 MEMBER

# CREATING A COMMUNITY SPACE

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WILLIAM'S TEMPORARY OFFICES ARE BASED AT 1701 DURING THE VIRGINIA BEACH SURF AND RESCUE MUSEUM RENOVATIONS!

DID YOU KNOW THAT ALL 1701 MEMBERSHIPS ARE MONTH TO MONTH? PERFECT FOR SEASONAL OR TEMPORARY OFFICE SPACE DURING COMPANY TRANSITIONS.

---

**THE VBSRM IS BEING RENOVATED AND WILL REOPEN WITH MANY EXCITING NEW FEATURES AT THE END OF MAY!**

Create a community space. That's our goal. That sounds simple enough. But wait, what makes a great community space? What does that look like, exactly?

Perhaps I answer too simplistically, but my definition goes like this; in a vibrant community space, people are talking.

My wife and I pop into a great local coffee shop. It's a successful shop, a busy shop, chock full of the happily caffeinated. The problem, at least I see it as a problem, is that very few folks are speaking to each other. Most heads are down, swimming in smart phone blue light. It's rare to see someone come up for air. I thought I entered a community space, but quickly realize I'm merely occupying a free wifi zone where we've come together to be alone.

It's easy to lament the loss of community in today's hyperactive digital age. The issue runs deeper, though, than a loss of connectivity. It's also about a loss of civility. The more we disconnect, the less we listen, less we see each other, quite literally, eye to eye. The caustic, the abrupt, the hostile, the acidity of polemic bashing is normalized. Civility itself seems to be in question.



I see the power of community every day. And it is a power. This simple notion of looking each other in the eye, listening to the intonation of voice, seeing the language of the body remains the most powerful way to be connected.

A special part of being in the tourism industry is watching complete strangers from different parts of the country, different parts of the world, just start talking to each other. The same thing usually happens, and it happens within a minute; they find common ground. They discover they have something in common and it immediately bonds them. In those magic moments the conversation flows.

It doesn't matter what exhibits we put up. It doesn't matter how pretty our new paint job looks. The only thing that truly matters is that the space invites conversation to flow.

That's a community space. That's a space worth creating.

## WHAT DOES COMMUNITY SPACE LOOK LIKE?



WILLIAM HAZEL IS THE EXECUTIVE DIRECTOR OF THE VIRGINIA BEACH SURF AND RESCUE MUSEUM.

1701 MEMBERS - YOU CAN REACH HIM VIA SLACK TO LEARN MORE ABOUT WHAT'S UPCOMING WITH THE VBRSM!

[VBSURFRESCUEMUSEUM.ORG](http://VBSURFRESCUEMUSEUM.ORG)

# SPRING ADVENTURES FOR KIDS AND KIDS-AT- HEART.

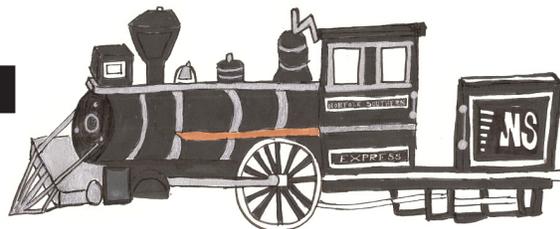
BY: TESSA DUQUETTE

Find out more at <https://www.tessaduquettcreations.com/>

The month of April has a lot going for it. Perhaps it's the warmer weather that puts a pep into everyone's step, or maybe it's the days that stretch a little longer for the neighborhood kids to soak in as much daylight as they can. It also could be the moment when you begin planning your backyard vegetable garden, with the soil being prepared for planting of seedlings and seeds. There is a buzz in the air, as springtime is in full effect, and everyone knows it.

With all this fresh spring air swirling through our veins, what better way to take advantage of it then by planning an adventure or two to embark on? Hey – we're in luck. Virginia Beach happens to be the perfect location for our "home base of fun" to begin. But where to start?

GET OUTSIDE AND EXPLORE  
YOUR CITY & PARKS!





# PACK BOOKS, BINOCULARS, AND PICNICS!

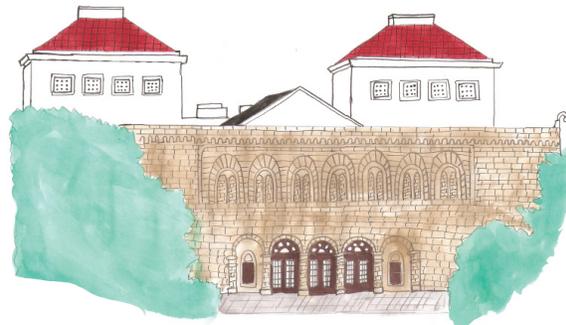
## Take a hike!

Lace up those sneakers and head to a park that you've never hiked in before. You can't go wrong with First Landing State Park or Back Bay National Wildlife Refuge, and there are certainly trails deeper in each of the parks that I bet you haven't set foot in before. Hit up Google before you depart to print out a map of the trail, so that you can stay off your phone. Remind yourself what poison ivy looks like (just in case). Pop that local bird book into your bag, along with a pair of trusty binoculars, and set off in search of a slower pace. Perhaps you'll spot a bald eagle as he sits perched high in the tree tops or watch as a squirrel runs along the branches in search of that elusive nut. Taking breaks are welcomed on a hike (especially if your troops are young). Packing a picnic is the perfect way to celebrate your halfway point. At the end, don't forget to compare and share with each other the tiny treasures you collected.

## Go to Norfolk!

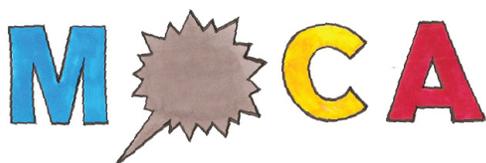
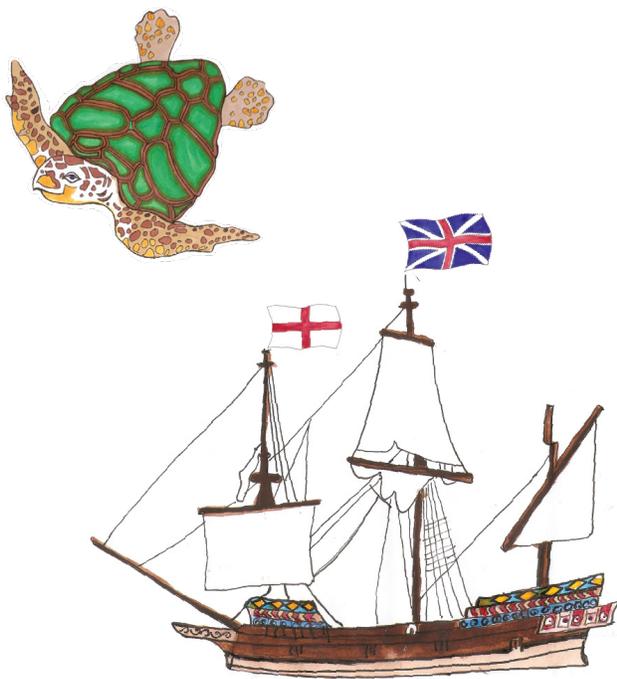
I repeat, go to Norfolk! If you're like me, you tend to stick to your 5 mile radius around town, the daily routine. Why not spice it up a little and drive 15 minutes further away - to Norfolk!

My "must try" activities in this mermaid loving city are endless, and I think I add one or two new ones to the list every week. Start by riding The Tide into town. Once your foot hits the streets, you can continue your adventure by water and climb aboard The Nauticus, or cruise on the Elizabeth River Ferry to Portsmouth and back. The new Waterside District dazzles, as does Lantern Asia at the Norfolk Botanical Gardens. Classic and always pleasing is the Virginia Zoo - maybe there is a new baby animal to oogle over. Perhaps you enjoy the charm of historic Ghent, so weave your way along the Hague, taking in the magnificent buildings as you pass by.



## Have a rain plan!

"April showers bring May flowers." Having a solid rain plan in your back pocket is key. Sometimes, the most fun is slipping on rain boots and ponchos and stomping your way down the street through the puddles. We're all kids at heart, aren't we? But, that won't last all day, so, bounce your way to Jump Trampoline Park at Lynhaven Mall, challenging each other to an epic game of dodgeball, or pull out your bathing suits and hit up the local Rec Center pool. If you're an art lover, make a list of galleries you've been dying to go to, but just haven't gotten to yet. Corner Gallery is among my favorites. Don't forget about the Chrysler Museum or Virginia Museum of Contemporary Art, as both are the perfect places to disconnect from the outside world and immerse yourself in art. A classic rain location in the world of toddlers is the Virginia Aquarium.



## Hit the road Jack!

Up for a day trip out of town? Pack up your car with snacks and buckle up to play the "Sign Game" as you ease on down the road. You're only miles away from America's Historic Triangle of Jamestown, Yorktown, and Colonial Williamsburg. Rich in history, these three sites are a hop skip and a jump over the bridge, as is their neighbor Busch Gardens. Better yet, go north over the Chesapeake Bay Bridge Tunnel and explore Cape Charles – you may even see King Neptune Jr. watching Virginia Beach from a distance.

Now that you've taken a closer look at what is around you, there shouldn't be anything to stop you from taking a new adventure this month. Because April, we dig you.



TESSA DUQUETTE IS AN ILLUSTRATOR, ENTREPRENEUR AND CREATOR OF SEARCH & FIND ADVENTURE CARDS. THOUGH SHE'S ORIGINALLY FROM VERMONT, SHE NOW CONSIDERS HERSELF A BEACH GIRL, EVEN THOUGH SHE ISN'T A

HUGE FAN OF THE SAND. WHEN SHE'S NOT DRAWING IN HER HOME STUDIO, YOU CAN FIND HER EXPLORING FIRST LANDING STATE PARK WITH HER THREE BLONDE BOYS AND RED HEADED HUSBAND. SHE RECENTLY SPOKE ON THE ART AS A BUSINESS PANEL AT 1701. CHECK OUT HER WORK AND GET YOUR OWN SEARCH AND FIND ADVENTURE CARDS AT: [TESSADUQUETTECREATIONS.COM](http://TESSADUQUETTECREATIONS.COM)

# APRIL EVENTS IN THE VIBE DISTRICT



Saturday, April 7th, 10am-1pm at the ViBe Park (17th & Cyprus Ave)



# THE KEY TO EFFECTIVE CONTENT WRITING

YOU'VE GOT SOMETHING GREAT TO SAY ABOUT YOUR BUSINESS.  
YOU'RE THE BEST AT COMMUNICATING WHAT YOU DO!

Make sure your messaging doesn't get lost or ignored once it's sent out into the world, where just about everything is screaming for attention.

Cut through the clutter and reach your target. The key to effective writing is knowing your audience.

So before you put that pen to paper or those fingers to the keyboard, ask who you are writing this message for. Narrowing down your audience will help you in creating a message with focus.

What does your audience want? Answer this, and you won't fill your messaging with lots of what they don't want. Instead, you'll be able to adapt your content to address their main concerns and capture their attention.

Is your audience full of experts in your field who understand industry lingo or are you writing to novices? What voice or writing style will be most effective? These ques-

tions help you think about the language you should use and whether your messaging should be formal or informal.

Does your audience have time to read through pages and pages of prose? Will dense text muddle your messaging and their comprehension? You may need to break up paragraphs with bulleted information and graphs, tables, or illustrations.

Or maybe your audience is full of busy people and your messaging to them needs to be brief and succinct. Or maybe you need to approach your audience through a different medium all together.

Writing and crafting messages is about more than just sending your words out into the ether. Doing it well is all about knowing your audience and how best to reach them.

WHAT DOES YOUR  
AUDIENCE WANT?



THE KEY TO  
EFFECTIVE WRITING  
IS KNOWING YOUR  
AUDIENCE.

**Questions to consider concerning your audience:**

1. What's the demographic for your audience (age, gender, education, location, socioeconomic status)?
2. Are the people in your audience experts or novices to your topic?
3. What is the most effective medium/media to use in getting your message out?
4. Should your message be short or long?
5. Should your message be formal or informal?
6. What do you want your audience to get out of your messaging?
7. Is there a call to action?

Taking these questions into consideration when crafting your messaging will help ensure that you reach your target audience and accomplish your goals. If you're strug-

gling with clarifying your messaging, hiring an experienced copywriter may be a helpful step. Regardless, your audience will thank you for making your message clear.



NEALY GIHAN IS THE OWNER OF PURPLE INKED, LLC, A BUSINESS SPECIALIZING IN EDITING AND COPYWRITING. A SEASONED COMMUNICATIONS PROFESSIONAL, NEALY HAS WORKED WITH CORPORATE PARTNERS TO DEVELOP AND DISTRIBUTE THEIR COMPANY MESSAGES, AS WELL AS ORCHESTRATE AND CARRY OUT COMMUNICATION CAMPAIGNS FOR LOCAL AND NATIONAL PROJECTS. SHE HAS SPENT YEARS AS A JOURNALIST AND COPY EDITOR FOR NEWSPAPERS AND MAGAZINES AND HAS TAUGHT WRITING COMPOSITION AT THE COLLEGE LEVEL. IN ADDITION, NEALY SERVES AS A MARKETING AND COMMUNICATIONS SPECIALIST FOR A LOCAL NON-PROFIT AND IS A PUBLISHED FICTION WRITER. FIND OUT MORE AND CONTACT NEALY AT [PURPLEINKED.COM](http://PURPLEINKED.COM)



# THE DELICATE BALANCE OF WORK AND FAMILY.

BY TIM RITTER 1701 MEMBER

The beach street buskers return soon! I'm always amazed by performers balancing a soccer ball, juggling pin, or even a chair on their head. It seems doable by anyone with enough practice and a reasonable sense of balance. Doable, that is, until they move up to bouncing a soccer ball off their knee, while juggling fire batons, sitting upside down in a chair balanced on the shoulders of their family member who is riding a unicycle on a tightrope - then we all applaud with amazement.

It is often the case that the things we strive for the hardest are actually elusive to everyone (despite their Instagram posts). Balancing between work and family seems like a simple juggle, but is a real challenge. From the time we move out of "just me" apartments and graduate to two people, or three, or four, or ten, we never seem to find that fleeting balance point. This balance remains oddly elusive even thru the "empty nester" phase. To achieve this balance as an entrepreneur or a distance worker, especially in a home office, can be harder than becoming a tight-rope unicycling fire juggler!

Kevin Hart once joked, "I don't know how to do anything halfway." Neither do most of us. So when we think of balancing work with family, the 50-50 equation immediately short circuits in our head.

## 70% OF THE WORK-FORCE STRUGGLES WITH WORK / LIFE BALANCE.

We want to give our career 110% or more, and our family certainly deserves at least that much as well, and then we have hobbies, volunteering, friends, church, and other things that all want a piece of our time.

The bottom line is there are only 168 hours in each week to get all the sleeping, eating, working, house-cleaning, yard work, and everything else done. That's it. But not all hours are created equally, some hours mean a lot more than others in both our work and our home. So, here are a few tips to make those hours balance out a little better.

### **Find those special hours.**

The walk after dinner with your spouse. Playing a game with your kids. Taking a detour to explore something new. Saying bedtime or mealtime prayers. Celebrate life events together in simple ways. Splurge on some activities that you can all do together.

### **Set healthy boundaries for your family and healthy boundaries for your work.**

With a home office, work only in work spaces and change hats to family time in family spaces. (Easier if your work time is at a co-working space like 1701.) Talk about work stuff with your spouse after the kids go to bed.

**Hang a family planner or calendar in the kitchen or other common family space.** Everything for every family member. School events, sports, parties, chores, work trips, project days, vacations, and anything else goes on the board. Beats the paper clutter on the fridge! We love this monthly chalkboard



Image Source: Beach Street

one from Etsy ( <https://www.etsy.com/listing/277203644> ).

### **Set time to turn off.**

Just five or ten minutes between work time and home activities can make a huge difference. An extra 10 minutes before the week starts to look over family plans for the week can serve to sharpen one side of the saw. Then take your time to plan your goals and strategy for your work week ahead to sharpen the other side.

### **Set times to "turn off" your business.**

This means not only avoiding emails, texts, and calls during certain hours together as a family, but also asking your kids to put their devices aside during the same times. We had an old round mouse pad on our kitchen table where we would all the phones and electronics during family meals and other times. Everyone could see that they were off. Turning off the radio and devices for part of a drive in the car can be a great family talk with a 'captive' audience.

### **Tell them what they mean to you.**

Regularly. It takes repeated, spoken honesty for your family to know what you really value.

# "I DON'T KNOW HOW TO DO ANYTHING HALFWAY." - KEVIN HART



## Don't forget the rest of your team.

They also have a life outside of work and families. Your balance can't really come at the cost of theirs, so ask them how they are doing on this too. They might have some good ideas you can 'borrow.'

## Teach your kids to juggle flaming batons.

Not really, but do take the time to help them see that where they put their own time matters. They need time to be a kid, and activity overload affects the whole family. Choose wisely.

If you need a bottom line to convince yourself to take some of these simple steps, there's this. An Indiana University study showed high demand jobs led to weight gain, insomnia, and other deadly health risks. Over 70% of the workforce struggles with areas of work-life balance. Simple acts like setting your own schedule, making your own goals, and prioritizing your decisions led to dramatic decreases in all areas of health risks. So set a few minutes aside this week to prioritize some healthy balanced steps for you and your family. They'll be glad you did.



TIM RITTER IS A HUSBAND TO ANGIE, AND A FATHER OF TWO GREAT AND TALENTED YOUNG ADULTS. TIM HAS BEEN AN ENTREPRENEUR, FAMILY PASTOR, CORPORATE TEAM LEADER, FAMILY THERAPIST, TRAINER, SOFTWARE DEVELOPER, AND AMATEUR JUGGLER. HIS GRADUATE DEGREES ARE IN COUNSELING PSYCHOLOGY, WITH A CAREER FOCUS ON WORKING WITH CHILDREN, TEENS, AND FAMILIES. TIM AND ANGIE ARE CURRENTLY DEVELOPING A NEW INTERACTIVE THEATER CONCEPT TO LAUNCH IN THE VIRGINIA BEACH AREA CALLED THE FFX SHOW (FAMILY FUN XPERIENCE). CHECK IT OUT AT [FFXTHEATER.COM](http://FFXTHEATER.COM). [LINKEDIN.COM/IN/TIMRITTER](https://www.linkedin.com/in/timritter) OR [FFXTHEATER.COM](http://FFXTHEATER.COM)



REBECCA MCCURDY IS A LOCAL ARTIST AND RECENT MFA GRADUATE IN VISUAL ART FROM VERMONT COLLEGE OF FINE ARTS. AN ARTIST, ILLUSTRATOR, AND ANIMATOR, SHE COMBINES DIGITAL ANIMATION WITH WATERCOLOR AND OTHER ARTISTIC MEDIA.

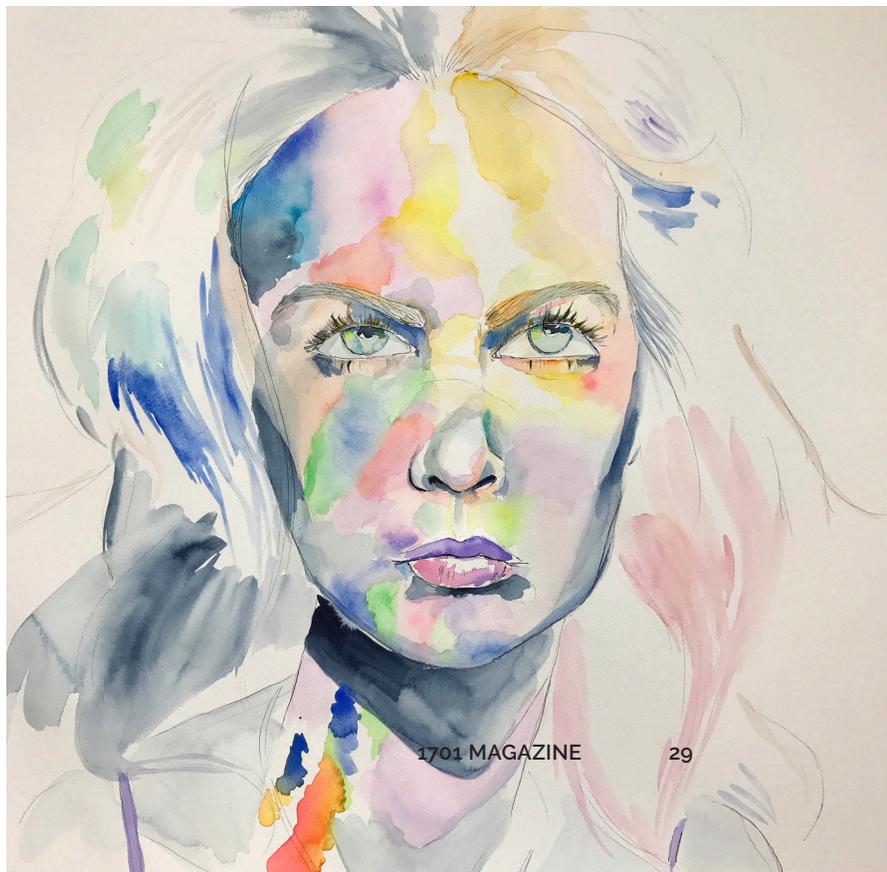
THIS MONTH, SHE IS LAUNCHING A NEW ETSY SHOP AS AN EXTENSION OF HER WEBSITE TO SELL HER PRINTS AND ORIGINAL PIECES.

# RECENT MFA GRADUATE LAUNCHES NEW SHOP & GALLERY SHOWINGS

THE TWO PIECES PICTURED WILL BE ON DISPLAY AT THE RAWLS MUSEUM OF ARTS IN COURTLAND AS PART OF A GROUP SHOW, FROM MARCH 24-APRIL 14

REBECCA ALSO HAS SEVERAL PIECES ON DISPLAY IN THE 1701 GALLERY AND YOU CAN FIND MORE OF HER WORK AT [VOGWENTWIN.COM](http://VOGWENTWIN.COM)

**1701** MEMBER



# FUN & GAMES!



## DID YOU KNOW?

The average computer user blinks seven times a minute, the normal rate is twenty times per minute.

## SPRINGTIME WORDFIND

BLOOMING  
FLOWERS  
SPRINGTIME  
RAIN  
SEASONAL  
FLOURISHING  
BREAK  
VACATION  
FRESH  
REJUVENATED  
SUNSHINE  
BIRDSONG  
PUDDLES



K G V J V P D Z I H W R O O N L D M M R  
G F Z K T L A A A P I O W D S F Q Z G Q  
Y P C Z P E V M L R H O T V J J U T N N  
R K O U G F L O W E R S E W P J P J I B  
O A T O K H W J I W C O E X B T Z A M S  
R E L Z P J J J J R M F D R X Z R F O U  
G R U J U W L P V N M E M M F G D Y O N  
L B I R D T V A C A T I O N N O W W L S  
A F I F D E S V K A F U S I S A Y K B H  
R L K O L O A B N P P E H I Z I U M C I  
E J O A E M L E P S B S N J C M D P U N  
J I R N S V V A K D I R K G E F N N F E  
N U P A F U Y N N R R V K C U Z A F T W  
S E Q T J W H K U O D Z L M Q P H Y G T  
S H W E Z C I O H S S M K W D M Q X G M  
F M R H I X L C W O O A J T G H F C O Y  
Z S Z E G F N U T A N L E X K C W J C H  
E R I E X G V C U D G H Y S Y Y V F P A  
A X P Q M G M G L Y B P Y A J U U B Z B  
Z R Z R V S P R I N G T I M E A T O Y S

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Everyone needs a little fun and games in their life! Got great jokes? Poems? Word finds? Crossword puzzles? Comics? Send them our way! [info@1701vb.com](mailto:info@1701vb.com)

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## GOT LAUGHS?

- Q. Why did the developer go broke?
- A. Because he used up all his cache



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