



PRESERVING OUR PAST. SECURING OUR FUTURE.

OSW Festival of Lights

Magical light displays throughout December & special event December 22

By your neighbor, Mary Anne Mather

Our traditional winter Parlor Tour is sadly on hold for one more year. But after such a long stretch of pandemic restriction, we're more determined than ever to celebrate! Drumroll...join your neighbors for the first Old Southwest Festival of Lights! It promises to delight, dazzle, and tickle you into the spirit of holiday cheer. This is a true community effort, and many neighbors already have been as busy as elves decorating porches, yards, and houses. (I hear something cheery and bright is brewing on the 500 block of Day Avenue, a special treat is in the works at On the Edge Salon on Fifth, and although located just at the edge of our OSW neighborhood, Nehi Lofts at 302 Fifth Street SW will not disappoint.)

Good news! There's still time for YOU to help light the way. We encourage owners and renters to get in the spirit and decorate above and beyond your usual. There are CASH prizes in three categories: Most Creative, Best Overall Appearance, and Brightest. To keep things honest, community leaders from surrounding neighborhoods will select the winners during the weekend of December 18. Winners will be announced on December 22. Register today at <http://old-southwest.org> for a chance to win and to be added to the route map to help viewers know where the lights will be at their best.

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OSW Voice

December 2021

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It's Our Business

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

On the Edge Salon

*By your neighbor
Julie Gale*

Whether you're walking in the Old Southwest neighborhood, or driving by, you can't help but notice On the Edge Salon at 609 5th Street. Two beautiful murals—one on each side of the building—will catch your eye, along with flower boxes out front and changing seasonal decor that always say, "Welcome." Customers find the atmosphere inside the salon equally welcoming. Owner Beth Dimun and her professional staff are friendly and like a family that supports one another and their clients.



Beth Dimun & Her Friendly Salon Team

Speaking of seasonal decor, On the Edge is participating in the upcoming OSW Festival of Lights. Beth promises there will be some creative and very special holiday decorations this year, so be sure to saunter by after dark on your way to the social gathering at the Gish House on December 22!

FOR MORE INFORMATION

What: On the Edge Salon

Where: 609 5th Street SW

When: Tues-Fri 10-6; Sat 10-3

Phone: 540-400-6024

<https://www.facebook.com/OnTheEdgeSalonRoanoke>

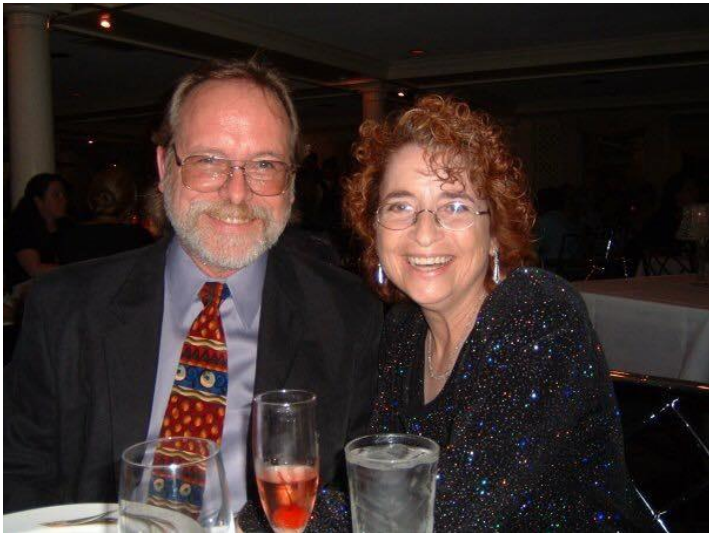
On the Edge was established in 2015 by Beth and her partner Nancy Morgan. If you're new to the neighborhood, you may not realize that Beth and Nancy transformed a vacant boarded-up building into this vibrant business. Beth came to Roanoke 18 years ago when the location of her salon business in Virginia Beach was sold for waterfront development. She made the move to Roanoke because it offered her the personal resources she needed at a turning point in her life, followed by the business opportunity that she enjoys today.

Beth is a very active member of her OSW neighborhood. She has participated in the Old Southwest Parlor Tour, hosted a neighborhood cookout at the Gish house the summer before the pandemic, and supported Food with Friends on Day Avenue this past fall. She believes in "giving back" and supports various community outreach initiatives, including "Haircuts 4 Homeless." On The Edge has many loyal customers in this close-knit neighborhood, and I am one of them!

As we head into the holidays, you'll be glad to know that On the Edge is a full-service salon for women, men, and children—offering cuts, color, perms, Keratin treatments, and waxing. There is a full-time barber on staff for face shaving, beard trims, coloring, and more. To see examples of the quality work Beth and her staff produce, check out their FaceBook page. And if you're walking through the neighborhood, wave to Beth. She's usually right in the front window!



Mural at On the Edge Salon



Shirley and Rick Poss

Meet Your Neighbors: Shirley and Rick Poss

By your neighbor, Shirley Poss

Hello everyone! We are so excited to move into our new home at 549 Elm Avenue in Old Southwest. For the last 40 years we lived in Stafford, Virginia, which is just outside of Fredericksburg. We both worked in electrical construction for the same company. Three years ago, Rick sustained an injury that led to his retirement. Three months later, I retired early so that we could spend more time together. We love being retired! We used to leave for work in Washington, DC each day at 4:15am and endure bumper-to-bumper traffic. Now, we use the

time for so many things that make us happy. I make scented soaps and created a craft studio in our new house that has lots of light and French doors to a second-floor porch where I can catch the breeze as I create.

We decided to move to Roanoke to be close to my sister and her family. We've been visiting Roanoke for years and always enjoyed the city and its neighborhoods. Once we made the decision that Roanoke would be "home," it took a year for us to find just the right house. But the moment we walked into this historic house, completely updated for modern living, we knew it was perfect for us! Rick and I enjoy collecting art, and this house shows off the many pieces by local artists that we've collected and cherish.

Most of all, we have loved meeting new neighbors, making friends, and participating in neighborhood meet-ups. We're looking forward to the Old Southwest Festival of Lights during this holiday season and are starting our decorations! We invite you to come by, introduce yourself, and visit with us. We couldn't be happier about becoming part of the Old Southwest community.

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Meet More Neighbors

at December's Food with Friends!

Host Lynn Hunt invites you to the King George Inn for a holiday Food with Friends. This month's theme is "It's Christmastime," so bring a holiday dish and wear your favorite festive attire. Also, in keeping with the holiday spirit, Lynn asks us to bring a wrapped gift. Gifts will be delivered to CHIP (Childhood Health Investment Partnership) in Old Southwest. Label your gift with a designated age and gender to help with distribution.

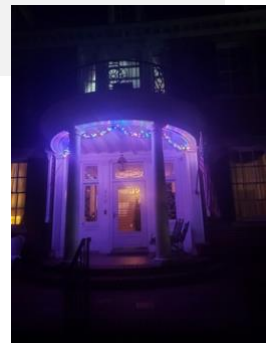
FOR MORE INFORMATION

What: Food with Friends - adults only

Where: 315 King George Ave. SW

When: Dec. 11, 6 p.m.

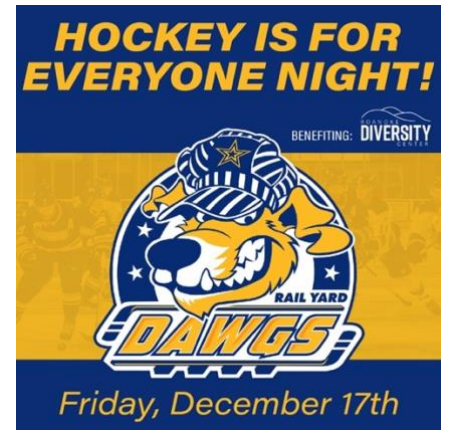
RSVP: 757-675-4034



Did You Know?

By your neighbor, Mohammad Elshawarby

Did you know that Roanoke has its very own hockey team? The Rail Yard Dawgs have quite a fan following, not just because they bring quality hockey to our city, but because they offer a community-focused element to their product. They actively engage with fans and organizations to bring both fun and purpose to the sport. Theme events like Superhero Night (costume event), Jurassic Bark (bring your dog to the game), and Weiner Dawg Races on Ice are pure whimsy. Outreach for a cause includes Stick it to Cancer and Teddy Bear Toss. (Guests toss stuffed bears on the ice after the first goal. Bears are collected – as many as 900 – and distributed by team members to Carilion Children’s Hospital, Rescue Mission, Pheasant Ridge Nursing Facility, Carilion Behavioral Health, and to children displaced by disaster.)



On December 17, the Dawgs community outreach comes to Old Southwest! The Dawgs are teaming up with the Roanoke Diversity Center (RDC) to promote inclusion and diversity in sports. The game against the Evansville Thunderbolts is “Hockey Is for Everyone Night!” You can support our OSW neighbors, the RDC, and our team, the Rail Yard Dawgs, by purchasing a ticket package that includes a game ticket, T-shirt, and \$5 donation to the RDC. Ticket Package:



https://www.etix.com/ticket/p/3661571/roanoke-rail-yard-dawgs-vsevensville-thunderbolts-roanoke-berglund-center-coliseum-rail-yard-dawgs-hockey?campaign_id=1FD6AD3E7184ECE8443C6539AA9DE950

To learn more about RDC, you are invited to their Holiday Open House, Dec. 11, 12-5p.m., 425 Campbell Ave SW, Suite 111 (www.roanokediversitycenter.com).

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The Greening of Our City

By your neighbor, Terry McGuire

On Saturday, November 11, several Old Southwest neighbors joined forces with Trees Roanoke and the Department of Urban Forestry for a community tree planting in the Roundhill neighborhood of Northwest Roanoke. Together, with about 20 volunteers from across the Roanoke Valley, the group planted a total of 13 trees! This included installations in private yards, curb strips, and plantings in Huff Lane Park.

Old Southwest Inc. and Trees Roanoke will be collaborating on future plantings in our own OSW neighborhood. Our neighbor Terry McGuire is heading up the effort. Let Terry know if you are interested in having a tree planted in your yard or curb strip, or if you are interested in volunteering at an upcoming planting (stephen.terry.mcguire@gmail.com). We anticipate more news in the spring about the “greening” and beautification of our neighborhood. Stay tuned!

OSW’s Got Talent

Spotlight on talent in our neighborhood



Mark Hostetter and Terry McGuire with a newly planted American Hornbeam tree

Out of Bounds

*An interesting destination
beyond the OSW community.*

Star City Cycle Pub: A Quirky Ride Awaits You!

By your neighbor, Mary Anne Mather

It's a little bit trolley, a little bit bicycle, a little bit open-air sightseeing, and a whole lot of fun. It's the Star City Cycle Pub, and it's available for tours and special events! Up to 14 people can join the party, a tour, or a pub crawl on an open-air bike (10 pedal and 4 passive seats).



Interested in sampling a ride? The cycle pub will be coming to Old Southwest as part of the Festival of Lights festivities on December 22—lit and decorated for the holidays. Santa is exchanging his sleigh for the cycle pub that night, and he welcomes you to join him for a free ride around Hyland Park. Thank you, John Mish, for generously providing this addition to a very special evening. (See OSW Festival of Lights article for details.)

FOR MORE INFORMATION

What: Star City Cycle Pub

When: Reserve a Ride

Phone: 540-358-1740

Email: starcitycp@gmail.com

<https://www.starcitycp.com/>

<https://www.facebook.com/StarCityCyclePub>

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Become a Supporting Member of OSW

Membership is free to all who reside in OSW. We welcome renters as well as homeowners to our meetings and activities. You can choose to become a supporting member. Supporting members donate toward helping all our special projects and activities come to life! Check out <https://old-southwest.org/members> and click on BECOME A MEMBER or DONATE to learn how you can actively contribute toward preserving our amazing neighborhood and keep it a welcoming and fun place to live, work, and play. Thank you!

OSW Voice Newsletter

*Want to know more about our OSW
community?*

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

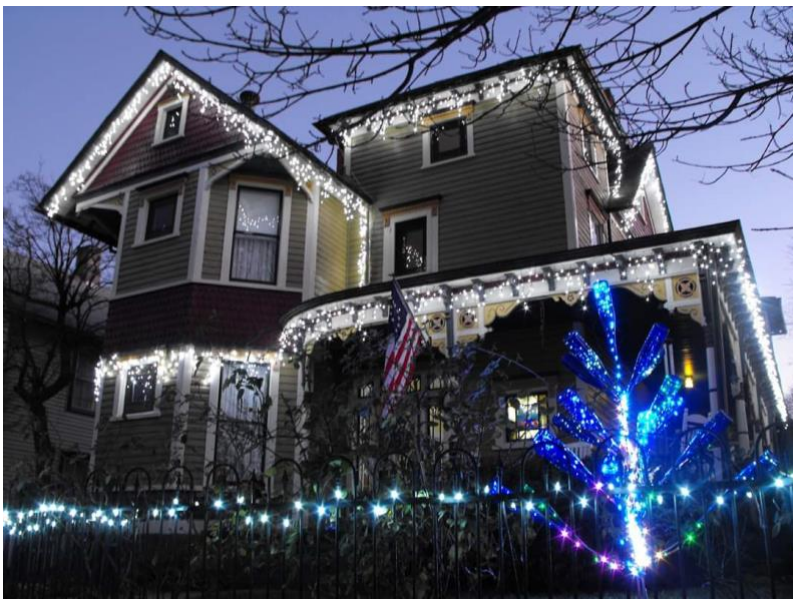
Contact: <https://www.old-southwest.org/contact-us>

Festival of Lights, continued from page 1

Soon, our porches and yards will be merry and bright! So, drive or walk thru Old Southwest December 10-31 to enjoy magical light displays and decorations. On December 22, gather from 6-9pm at the historic Gish House near the back of Highland Park. The house will be decked out for the occasion inside and out. This family-friendly event features a fire in our awesome firepit, Santa-sighting, carols, crafts, and games. Free refreshments include freshly spun cotton candy, a popcorn machine, hot cocoa, hot cider, and cookies. The Star City Cycle Pub (www.starcitycp.com/) adds a whimsical addition to the evening, offering free rides around Highland Park. Rumor has it that Santa will trade in his sleigh that evening to tour the OSW neighborhood with party-goers on the Cycle Pub. Thank you, John Mish, for donating this fun opportunity to sample and learn about Star City Cycle Pub services. And, in case you'd like a hot beverage while you stroll through OSW on December 22, Sunnyside Supply Company at 604 Fifth Street will have their coffee bar open that night.



The Old Southwest Festival of Lights aims to bring neighbors and business owners together to share good cheer, help build a strong sense of community, and keep the light of camaraderie and connection alive throughout the coming New Year. Go to <http://old-southwest.org> to enjoy a video that features many of the historic homes that will be decorated.



FOR MORE INFORMATION

What: OSW Festival of Light

Where: 421 Walnut Ave. SW, Historic Gish House

When: Dec. 10-31: walk/drive through OSW to see the lights; Dec. 22: gather at Gish House

More Info: <http://old-southwest.org>
<https://www.facebook.com/oldsouthwestinc>

Mark Your Calendar



All neighbors
invited,
encouraged,
welcome!

December

10-30—Old Southwest Festival of Lights

11—Roanoke Diversity Center Holiday Open House 12-5 p.m.

11 - 6 p.m. Food with Friends, King George Inn, 315 King George Ave. Details page 3.

17—Hockey Is for Everyone Night: Roanoke Diversity Center teams up with Roanoke Rail Yard Dawgs hockey team to promote inclusion and diversity in sports. Details page 4.

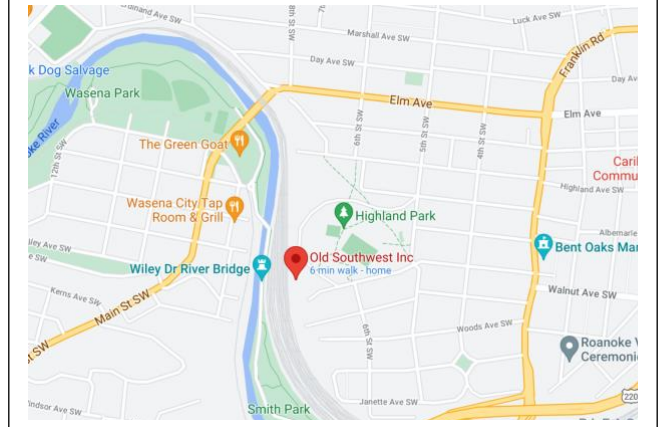
22—6-9 p.m. OSW Festival of Lights Gathering, Gish House, Highland Park. Details page 1.

January

20—6:30 p.m. OSW Safety and Neighborhood Meeting, Gish House

Where is the Gish House?

The Alexander Gish House is located near the dog park at the back of Highland Park, or search 641 Walnut Ave. SW, Roanoke, VA, 24016.



PRESERVING OUR PAST. SECURING OUR FUTURE.

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/

Website: <https://www.old-southwest.org>

Instagram: oldsouthwestroanoke

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