



June/July 2024 • Northeast Edition - N. Battlefield/Greenbrier/Rivercrest

The Retreat at Harbour Cove & The Retreat at Western Branch



***Luxury living for those
55-and-better
in the heart of Hampton Roads***

Page 11



Asher's Room

"Hey there, everyone! My name is Asher, and I'm a 10-year-old writer and explorer of the world from the cozy confines of my room. You might think it's strange that I rarely leave my room, but thanks to my imagination and the Web, I go on some pretty wild adventures. I have this rare medical condition that keeps me indoors, but that doesn't stop me from discovering the wonders of history, unraveling the mysteries of the present, and even diving into the future! Through my stories, I travel far and wide, meet incredible characters, and experience life's big adventures, all from my very own room..."

Asher's Surfing Safari

Hey there, thrill-seekers! It's Asher, back with a story that'll make your summer sizzle! Today, my journey takes me to the sun-drenched shores of California, where I'm about to "hang ten" on some gnarly waves!

As I dipped into an online article about surfing legends, my room transformed into a sandy beach paradise. The salty breeze tickled my skin as I waxed up my board, ready to conquer the mighty Pacific.

With a whoop of excitement, I paddled out into the rolling waves, feeling the rush of adrenaline course through my veins. Each crest and trough was like a dance with nature as I carved graceful arcs across the shimmering water.

Suddenly, I spotted a shimmering swell on the horizon—the perfect wave! With a mighty leap, I caught the wave's crest and rode it like a pro, the wind whipping through my hair and the sun kissing my cheeks.

As I soared along the face of the wave, I felt a sense of freedom and exhilaration unlike anything I'd ever experienced. For a moment, I was one with the ocean, riding the pulse of the tide with wild abandon.

As the sun dipped below the horizon and the waves grew still, I paddled back to shore, my heart racing with the thrill of adventure. Though the day may end, the memories of my surfing safari will last a lifetime!



*I love reading my friend's stories! If you're a writer, 12 or younger, have your parent or guardian email your short story to our editor at **Editor@theShopper.com***

Include your full name, age and grade. We might pick your story to print here! See you next month! -Asher

(Stories may be edited for spelling, grammar, and length)

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Gen Xers Need Social Security Planning

Gen Xers are individuals born between 1965 and 1980 and will turn 44 to 59 this year. They are in their peak earning years, juggling the costs of raising and educating their children while providing support (sometimes financially) to aging parents.

Retirement may seem long away—but they know they must be prepared. Fortunately, they're still young enough to take advantage of suggestions for:

- Managing their savings and investing, accelerating if needed.
- Protecting themselves from financial hardship in old age.
- Ensuring that a widowed spouse has the income they'll need.

For many retirees and their spouses, Social Security represents a big part of their retirement income. Have you thought about when you'll file for Social Security?

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Controlling Asthma Symptoms

Dr. Samir Abdelshaheed



Asthma is a disease of the lungs. People with asthma are sensitive to allergens and other irritants in the air and environment. Asthma symptoms normally start when allergens and irritants cause the lining of the lung airways to swell and narrow. The muscles around the airways begin to spasm, causing the airways to narrow. When the lining of the airways becomes inflamed, it produces more mucus. This mucus clogs the airways and further blocks air flow, which causes an asthma attack.

Treatment of these symptoms involves avoiding things that cause asthma attacks, keeping track of your symptoms, and taking your medications. Use an air conditioner and change your AC filter as recommended if your asthma is caused by pollen and mold. To manage mold, clean and air out bathrooms, kitchens, and basements often. Keep the humidity level under 50 percent by using an air conditioner or dehumidifier.

In order to manage your asthma, you need to know when your asthma is getting worse.

People whose allergies are triggered by dust are actually allergic to the droppings of dust mites. To reduce dust mites in your home, wash bed sheets weekly in hot water. Cover mattresses and pillows in airtight covers and remove carpets and drapes. If you must have carpet, treat it with chemicals to help reduce dust mites. Avoid stuffed animals, dried flowers, and other things that catch dust. If you have pets, keep the pets out of the bedroom. Do not allow smoking in your house or car. Tobacco smoke can worsen asthma.

Things that trigger an asthma attack:

- Air pollution
- Dust/mold/pollen
- Tobacco smoke
- Pet dander
- Exercise
- Temperature changes
- Aspirin/ibuprofen
- Some foods/food preservatives found in red wine, beer, salad bars, and dehydrated foods
- Heartburn
- Sinus infections/viruses
- Perfumes/spray-on deodorant
- Strong emotions

In order to manage your asthma, you need to know when your asthma is getting worse. This can be tested using a flow meter, which is a device that measures how fast you can blow air out of your lungs. This device can tell you your personal best peak flow. In conjunction with your doctor, you can calculate your personal best based on your age, height, and weight. A drop in your peak flow, symptoms at night, and using rescue medicines more often are signs that your asthma is getting worse. This can tell you and your doctor how serious your asthma attacks are.



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Now in its 43rd year, *THE SHOPPER* is a direct-mail 'monthly' serving four distinct communities in Chesapeake, Portsmouth, Suffolk, and Northeastern North Carolina. With four editions and a circulation of 32,000*—*THE SHOPPER* serves as your window into the heart of our vibrant community. Each issue is a celebration of small business and local enterprise, each showcasing the innovative spirits and inspiring stories that make our hometown unique. With its in-depth profiles and uplifting content, *THE SHOPPER* is your insider's guide to the pulse of Chesapeake's economic landscape, providing information and insights tailored to enrich your connection to the place we all call home. Join our readership today and be a part of the story that propels our community forward. And advertise in *THE SHOPPER* — always a trusted resource for readers — where we've been amplifying the voices of ethical entrepreneurs since 1981.

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Mythic Structure

by Wendell Ward



Everyone's a Shopper The Impact of Choice on Business and Community

In every moment of choice, we are shoppers. Whether deciding between brands at the supermarket, selecting a healthcare provider, or choosing a coffee shop, our daily decisions mark us as continual participants in the marketplace. However, being a "shopper" transcends the mere act of purchasing—it's about making choices that reflect our will, discernment, and personal values.

Shopping is an omnipresent aspect of life. Every day, we face a myriad of choices that align with our needs, wants, and ethical considerations. Whether it's choosing organic produce to support sustainable farming practices or selecting products from companies that champion fair labor practices, our decisions are influenced by more than just product quality or price. This constant evaluation of options makes each of us a shopper in the broadest sense.

Our shopping choices are deeply intertwined with personal integrity and business ethics. Consumers increasingly prefer businesses that not only offer value but also demonstrate corporate responsibility. Businesses that operate with transparency and social responsibility not only cultivate customer loyalty but also contribute positively to the community's moral landscape.

Understanding the motivations behind consumer decisions is crucial for businesses. Shopping is influenced by various psychological

As consumers and business owners, let us be mindful of the power we have to shape our community and influence its economic and moral trajectory.

and emotional factors; identity, aspirations, and the desire to belong or be seen in a certain light play significant roles. Local businesses and advertisers can benefit significantly



from this insight. By aligning their marketing strategies with the values and desires of their customers, they can create campaigns that resonate

Businesses that operate with transparency and social responsibility not only cultivate customer loyalty but also contribute positively to the community's moral landscape.

more deeply and foster lasting relationships. As Steve Jobs famously said, "Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves."

As shoppers, our choices can ripple through the community and the economy. When we choose local and ethically-created products and services from businesses we know and trust, we not only enjoy quality goods but also support the economic health and ethical standards of our community. This mutual relationship between consumers and businesses highlights the critical role of thoughtful consumerism.

In conclusion, understanding that everyone is a shopper helps us appreciate the profound impact of our everyday choices. For businesses, particularly those advertising in *The Shopper*, this insight is invaluable. It underscores the importance of ethical business practices and targeted, value-driven marketing that speaks directly to the core values and needs of local consumers. As we navigate our choices, both as consumers and business owners, let us be mindful of the power we have to shape our community and influence its economic and moral trajectory. Let's make our shopping count for more than just transactions; let's make it a pathway to a thriving, conscientious community—a community that takes care of its own.



Bill and Marion's Memorial

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*Registration begins at 11:00 am leave parking lot by 12:30.

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and memorial t-shirts.**



All Proceeds Benefit the Khedive Shrine Center

The Birth of the Summer Break

Summer break—that golden time between Memorial Day and Labor Day when American children are freed from the shackles of school to enjoy sunshiny days of play. What could be more traditionally American? The myth is that in centuries past, when most Americans lived on farms, kids spent their summers romping through meadows, climbing trees, fishing, and splashing about in the local swimming hole.

The reality was quite different. During our nation's first 250 years, children were in school year-round. Kids in rural America were given only two brief breaks in the spring and fall to help their parents with planting and harvesting. During the summer, the mythic one-room country schoolhouse was filled with children stewing in their own sweat, batting horse flies, and praying for a cool breeze to blow through the open windows.

Kids had it worse in America's booming cities, hitting the books year-round with no breaks for planting and harvesting. Before the advent of electricity and air-conditioning, when industries were fueled by steam and coal, the summer heat in the nation's crowded cities would be considered dangerous by modern health standards. Ninety-degree indoor temps were the norm. During heatwaves, deaths from heatstroke soared among humans and horses—the primary means of transportation in cities.

In the years following the Civil War, Americans became more health conscious. Urban legislators and labor unions began advocating for a summer break for all schoolchildren. It was argued that the brain was a muscle that needed periods of rest from the demands of education. Requiring children to sit at a desk year-round was unnatural; summers filled with activity and play would promote physical health and strength. Summer Break soon became a reality in the largest U.S. cities and spread nationwide to small towns and rural communities. By the early twentieth century, returning to school each September became the defacto start of a new year for most Americans, while "summer break" and "vacation" became synonymous.

— Rob Lauer



Parting Glances

Morgan Spurlock

Morgan Spurlock, the audacious filmmaker who dared to tackle the supersized world of fast food head-on, left us last month at the age of 53. His gutsy odyssey through a 30-day McDonald's binge in his documentary *Super Size Me* not only skyrocketed him to fame but also left us all second-guessing our side of fries.

Born on November 7, 1970, Spurlock was a man who thrived behind the camera, often using his own life as the canvas to explore larger societal issues. With a knack for blending humor with harsh realities, he crafted stories that made viewers laugh, cringe, and think—sometimes all at once.

Throughout his career, Spurlock continued to push boundaries, exploring topics from the bizarre world of product placement to the intricate dynamics of male grooming. His fearless approach to filmmaking and unyielding curiosity made each of his projects not just a movie but a conversation starter.

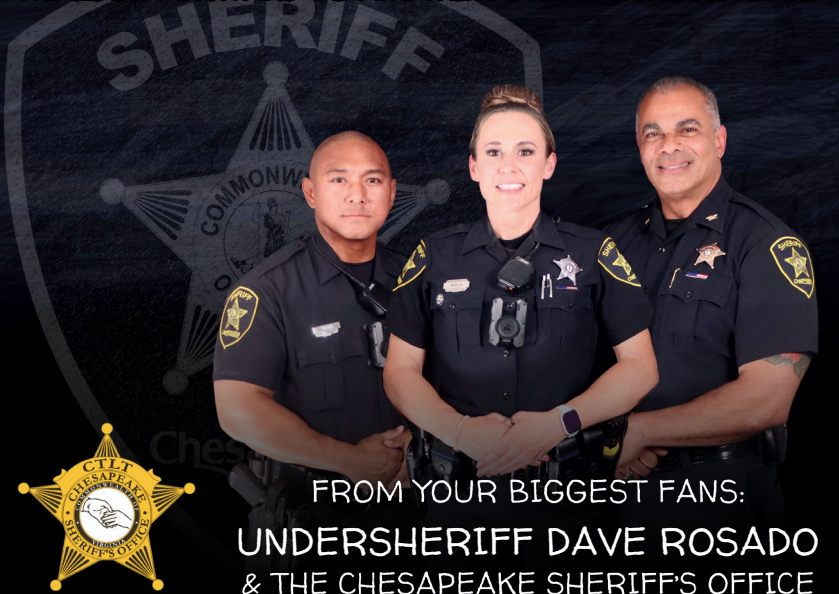
His impact extended beyond the silver screen, inspiring discussions about health, consumerism, and the media. Spurlock's legacy is a collection of films that challenge our comfort zones and compel us to question the status quo. His unique voice and daring spirit will be missed in the cinematic world, but his films will continue to provoke thought and tickle funny bones for generations to come.



- Thank You -

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The Chesapeake Social & Newcomers Club Homecoming and 35th Anniversary Celebration

The Chesapeake Social & Newcomers Club's Homecoming and 35th Anniversary Celebration was held at Greenbrier Country Club on Wednesday, May 1, 2024. The slogan for this event was "Celebrating the Past, Embracing the Future." The Chesapeake Social & Newcomers Club (originally called Greetings 2 U, Inc.) was founded in 1989 when Chesapeake grew at an outstanding rate. The social group was a way for new residents to connect. Over the years, the club has evolved into a non-partisan, non-religious, philanthropic organization that strives to make a difference in our community.



Homecoming Committee Members: (front) Marie Strang, (back, left to right) June Lankford, Linda Hansen, Char Bonawitz, Robin Forbus and Betty Smith



From left: Carol Evans, Sarah Whitehurst, and Robin Forbus with the poster for the celebration.



From left: President Cheryl Myer, Betty Smith, Marjorie Mallet, Marie Strang, and Jane Anderson



From left: Cookie Byrum, Kitty Coley, Joyce Menniti, and (in rear) Roxanne Wickstrom

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Khediye Motor Corps Shrimp Feast

All-you-can-eat shrimp and unlimited adult beverages were just the start of the fun for those who attended the 2024 Khediye Motor Corps Shrimp Feast. There was also a DJ, an auction, raffles, and a bake sale—with proceeds supporting the Shriner's 22 children's hospitals across North America. These hospitals offer sick children state-of-the-art care regardless of their families' ability to pay.



From left: Ernie Ayers, Steve Smith, Brennen Ogletree, Roger Hartman, Eric Thingstad



From left: Brianna Bryant and Chanel Jacobs



Chester Butler with Anne and Bob Mortenson

From left: Tracey Montero, Kathie Rodriguez, and Sandy Lassiter



From left: Larry Woodhouse, Robin Fite, Susan Fite, Janice Windley, and Rosemary Boyd



Keith and Jennifer Tolarchyk with their daughter Ashley Tolarchyk

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Rethink, Respond, Rebound: The Optimist's Formula for Success

Have you ever considered the power of optimism in shaping your life's success? Dr. Martin Seligman, a renowned psychologist from Princeton, uncovered some compelling evidence in his studies. He found that those who embrace optimism—seeing opportunities where others see obstacles—tend to excel in various aspects of life, from health to finances and even relationships.

Seligman teaches us that optimists are, at their core, the true realists. They acknowledge the challenges but focus on the possibilities, which naturally positions them to achieve more than their pessimistic counterparts. This isn't just about having a sunny outlook; it's about being strategic in how you view the world. It's focusing on catching the fish instead of worrying about the one that got away. It's about focusing on what can be done, not what can't.

And here's something intriguing: optimism isn't a trait you're born with; it's a skill you develop. It's about adopting a mindset that looks for solutions and learns from setbacks rather than being discouraged by them. Each day offers a chance to practice this mindset, making choices that steer you toward a positive outlook. Each day, with every decision you make, you're either practicing optimism or pessimism. Optimists practice seeing possibilities, especially in tough times. They ask, "What can I make out of this situation?"

Consider the pessimist, who might give up after the first hurdle, convinced that failure was inevitable. They latch onto negative thoughts, treating them as unchangeable truths, which only closes doors. In contrast, the optimist uses those same situations as stepping stones, asking, "What's next? How can I grow from here?"

This approach is about more than just feeling good. It's about creating a sustainable pattern of thought that leads to better health, more profound relationships, and, yes, even greater financial success. Optimism drives people



to pursue their goals relentlessly, turning potential obstacles into opportunities.

As you step forward into work and personal endeavors, remember the power of your perspective. Encourage yourself to challenge the initial reactions of doubt and to actively seek the silver linings. Optimism is not just a passive hope; it's an active engagement with life, a choice that you make day after day. Choose to be the one who sees the silver lining, not the cloud. Remember: how you feel about life comes from how you think about it. Take charge of your thoughts, and you'll take charge of your feelings.

By understanding and applying these principles, you not only set the stage for success but also contribute to a life rich with resilience and satisfaction. So, carry this thought with you: each day, in every decision, you are crafting your outlook on life, shaping your future with the thoughts you choose to nurture.

— Wendell Ward

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Isn't it Ironic

The Boozy Backfire

In 1920, the United States embarked on a noble experiment known as Prohibition. The goal? To banish alcohol and its supposed societal evils from American life. However, like a rebellious teenager doing exactly what you tell them not to, America responded by drinking more than ever.

When the 18th Amendment and the Volstead Act made the manufacture, sale, and transportation of intoxicating liquors illegal, it didn't take long for the nation to find creative loopholes. Overnight, law-abiding citizens turned into amateur bootleggers and speakeasy frequenters. Basements became breweries, and the quiet murmur of underground bars replaced the straightforward clink of the neighborhood pub.

Ironically, Prohibition, intended to boost morality and health, turned the average Joe and Jane into adept law-evaders. The era saw alcohol consumption not just persist but proliferate across all levels of society. Secret and illegal, drinking became more exciting, wrapped in the thrill of defiance and the glamor of clandestine meetings.

Organized crime found its golden era, too. Figures like Al Capone made a killing—literally and figuratively—running booze to a thirsty nation. Cities became battlegrounds for gang-led liquor wars, and the police found themselves outgunned and out-greased by the slick operations of the mob.

In 1933, recognizing the futility and unintended consequences, the U.S. government decided to call it quits on the noble experiment. Prohibition was repealed by the 21st Amendment, and alcohol flowed legally once again. America raised a glass—perhaps a bit sheepishly—to the end of an era that proved when told not to do something, it might just become the nation's favorite pastime.



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The Preacher Who Created the Summer Vacation

For centuries, Americans worked year-round without complaint, clinging to the old Puritan adage that idle hands are the devil's workshop. Hard work was seen as a virtue and leisure as a vice, while recreation wasn't on anyone's radar.

That Puritanical mindset began changing when Rev. William Henry Harrison Murray—a handsome, charismatic young minister in Boston—began preaching about the natural beauty waiting to be enjoyed in America's mountains and forests. Murray believed that Americans were suffering physically, emotionally, and spiritually from the stress of work, financial concerns, and social status. Reconnecting with nature, relaxing, and enjoying the beauty of the earth would refresh the soul, quicken the mind, and revitalize the body.

In 1869, Murray published "Adventures in the Wilderness, or Camp-life in the Adirondacks." Filled with direct, straightforward how-to tips and humorous short stories about wilderness camping, Murray's book seized the public's imagination, becoming an instant bestseller. The press christened the preacher "Adirondack Murray."

Until then, most Americans considered the nation's majestic landscape an obstacle to conquer and "civilize." A lush green valley with a river running through it was valuable only as farmland or the site for a factory. A mountain's value lay in whatever minerals could be mined from it. The idea of simply being in such a place while performing no profitable labor and doing nothing more than enjoying the fresh air and natural beauty was revolutionary—and probably struck many as the epitome of laziness. But Murray's book persuasively made the case that hiking, canoeing, fishing, and "camping" in the wilds of nature were the ultimate health tonic for harried city dwellers whose constitutions were weakened by the demands of civilized life. The summer following the publication of Rev. Murray's book, hordes of affluent city dwellers flooded the Adirondacks with camping equipment in tow and little knowledge of how to use it. The press mockingly nicknamed them "Murray's Fools."



In the end, the "Fools" won out. Entrepreneurs quickly bought land in the mountains, opening campgrounds, lodges, and hotels where people could enjoy nature without leaving behind all the luxuries of city life. By 1875, 200 hotels and camps operated in the Adirondacks, with stagecoach services rattling from the newly built train stations and steamboats plying the lakes. Soon, other scenic locales across the country became hot spots for tourism, most notably Niagara Falls, The Great Lakes, Yellowstone Park, and the beaches of New England, California, and Florida.

Initially, only the very wealthy could afford to go on vacation. In the early 1900s, with the advent of automobiles, better highways, and higher wages, many Middle-Class Americans could also afford to travel. Vacations became even more affordable in the post-World War II economic boom. While going on vacation might not be a yearly event for many Americans, it is now a reality for most. Today, 150 years after Rev. Murray began preaching the virtues of escaping the stresses of "civilized life," we are all "Murray's Fools."

— Rob Lauer

The Retreat at Harbour Cove & The Retreat at Western Branch

Luxury living for those 55-and-better in the heart of Hampton Roads

By Rob Lauer

When it comes to accessing the best of Hampton Roads, the adjacent areas of Western Branch in Chesapeake and Harbour View in Suffolk are two of the region's most desirable locations. With restaurants, shopping outlets, entertainment venues, and recreational waterways aplenty, it is in the heart of Hampton Roads—only a ten-minute drive to downtown Norfolk, Olde Towne Portsmouth, Hampton, and Newport News. Here, Weldenfield and Rowe Custom Homes—one of Virginia's premier builders of 55-and-better communities—has built two of their newest communities: The Retreat at Western Branch and The Retreat at Harbour Cove.

Site Managers Carolyn Hurtado, Donna Lakoski, and Laurie Williamson enjoy introducing potential home buyers to The Retreat.

"Ninety percent of the time, people's first reaction is, 'Wow! These are so big inside,' Donna says. "The builder has created some stunning designs, with vaulted nine-foot ceilings, open floor plans, and plenty of windows."

"People realize they won't have to give up everything to move here," Laurie adds. "But what's most impressive about these homes is the quality of the build."

At both Retreat communities, high-quality construction, maintainability, and timeless curb appeal are on display everywhere one looks. Three beautiful floor designs are available: the Nansemond, the Shenandoah, and the Lafayette. An additional option is available at Harbour Cove: the Quads are four homes connected in one building. Each is a one-level ranch-style home with a spacious room over the garage.

The quality of the build is what caught the attention of Randy and Robin Duncan. Convinced that downsizing should not mean settling for less, they found what they were looking for at The Retreat. "It had by far better workmanship," Robin explains. "The attention to detail that went into the homes was so impressive. The Retreat stands far above all the others we saw."

A finely crafted new home wasn't the only reason the couple decided to move to The Retreat. Because the neighborhood is professionally maintained, residents can enjoy an active lifestyle without yard work demands.

"They do a wonderful job maintaining the lawn, flowerbeds, and landscaping," Randy says. "To not have to do it myself is a real plus."

"We hear the lawnmowers running each week

and say, 'Yeah! We don't have to do that anymore!'" Robin adds with a laugh.

To create a vibrant community atmosphere perfect for making new friends and enjoying life to the fullest, both Retreat communities include amenities befitting a vacation resort. The spectacular resort-style clubhouse with a spacious great room, vaulted ceilings, fireplace, state-of-the-art fitness center, and expansive kitchen is the perfect place for parties and gatherings. The clubhouse's outdoor pool is ideal for swimming or soaking up sun. Neighbors can enjoy drinks and conversation around the cozy fire pits or entertain in style at the clubhouse's elegant outdoor kitchen.

"The clubhouse is the social hub for community activities," Laurie explains. "Residents who want to host a large family gathering or event but are concerned about having too many people in their homes can also rent the club for a minimal cost."

"In the summer, I love to lay by the pool," Robin says. "I also love to ride my bike. If I can't ride outside, there's a bike in the clubhouse's fitness center. I can get on, ride, listen to music, or watch TV."

"There's an awesome dog park," Randy notes. "We enjoy walking our two dogs and getting some exercise. There's a walking trail with outdoor furniture where you can spend time in the sun or enjoy conversation with neighbors, and a community garden."

The sense of community at The Retreat may be what residents prize the most. "At the Retreat, our motto is 'Live life socially,' Laurie says.

"The sense of community is awesome," Robin adds. "They have book clubs, parties, card games, chili cookoffs, Superbowl parties—lots of fun things to be a part of."

"That sense of community is so important," Carolyn notes, "that our builder holds quarterly social events at the clubhouse so that those in the process of building or buying a home can meet the residents and feel part of the community when they move in."

Both Retreat communities have proven to be popular with people 55 and better. Since The Retreat at Western Branch opened in the final quarter of 2022, over half of its homes have been sold. Since The Retreat at Harbour Cove opened last year, sales have been brisk.

"We have standing properties ready to move in within 30 to 60 days," Laurie explains, "but clients can also build a home from scratch on one of our available lots, choosing cabinets, floorings, backsplashes and making it their forever dream home."

"Because of our builder's background in custom home designs, people can also make structural



Site Managers Laurie Williamson, Carolyn Hurtado, and Donna Lakoski

Photo courtesy of Michele Thompson

changes to a design," Carolyn says. "They can add a bathroom, extend a patio, or modify an entertainment space. Our builder listens to our clients and goes out of his way to meet their individual needs."

"When our clients are building their home, we walk them through the entire process," Laurie says. "It's a team effort."

"We had a great experience with the sales team," Randy recalls. "We got to know the people in charge, and they were always very attentive and responsive to our needs. The work was high quality. We love our home. Moving to the Retreat at Western Branch was the best possible decision we could have ever made."

Patricia Cruz feels the same about her new home at The Retreat at Harbour Cove. "My husband and I love living here," she says. "There are great amenities, a beautiful clubhouse, and a pool. We have friendly neighbors, and we love not having to mow or weed-wack the yard. We're thoroughly enjoying our new life here!"

Randy's and Patricia's statements give Carolyn, Donna, and Laurie a deep sense of satisfaction.

"If I sell you a home, I want you to be proud of it," Carolyn concludes. "There's nothing more rewarding than when a homeowner you've worked with and spent time with is excited about their home. Their happiness makes me happy."

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Gingivitis

by Kelly B. Paxton
DDS



It has been drilled into everyone's head that they need to see their dentist every six months. But do you know exactly what your dental hygienist and dentist are looking for during those six-month checkups? Most people breathe a sigh of relief when they hear they do not have a cavity, but that is just part of what we are looking for to determine your oral health. You may remember having the hygienist record measurements of your gums. Those measurements, along with X-rays, help your dentist determine if you are suffering from gingivitis or periodontal disease. If you are, those gum measurements and x-rays help determine the severity of the disease. Gingivitis is the most common and mildest form of periodontal disease. A patient with gingivitis might have mild swelling and redness in the gums around their teeth, even though their x-rays will show no progressive destruction of the bone around their teeth. The most common cause of gingivitis is inadequate oral hygiene habits. The patient's medical history will also be reviewed to determine if they have medical risk factors that contribute to gingivitis. These medical risk factors include hormonal changes, medical conditions that decrease the body's natural immune system, and certain medications. Considering such conditions will help us determine what we can and cannot control in choosing the best treatment option.

Your dental hygienist and dentist will discuss other risk factors that, once removed, will increase the health of your gums. For example, quitting smoking or chewing tobacco can decrease the severity of gingivitis and will help prevent the progression of periodontal disease. In addition, dental conditions like maligned teeth or poorly fitting dental restorations can be treated to improve a patient's gingival health.

Treatment of gingivitis involves the dental hygienist removing the bacteria and irritants during the dental prophylaxis (cleaning). Since prevention is the best solution, brushing and flossing techniques will be reviewed. Patients suffering from gingivitis typically only have to see their dentist every six months. Without adequate treatment of gingivitis, the bacteria around the teeth will create ever-deepening pockets. As these pockets get deeper, bacteria will get closer to the jaw bone and, in time, will begin destroying the bone that supports the teeth. When bone destruction begins, the diagnosis has changed from gingivitis to periodontitis. (Periodontitis will be discussed in detail in a future article.)

The next time you see your dentist, don't simply ask if you have any cavities. Instead, please also ask if your gums are healthy. This question is important since pain does not only come from cavities; it can also come from an infection in your gums.



Dr. Kelly B. Paxton
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The 41st Annual Chesapeake Jubilee

Despite some May showers, crowds flocked to Chesapeake City Park for the 41st Annual Chesapeake Jubilee. The Kiwanis Club of Chesapeake's Shrimp Feast, on Thursday, May 16th, kicked off four days of fun, which included America's largest traveling amusement park, live music and entertainment, food, arts, crafts, and fireworks.



Stephanie Welke, Executive Director with Louis Tayon, Jubilee President



Jubilee volunteers meeting prior to opening. These volunteers made the event such a success.

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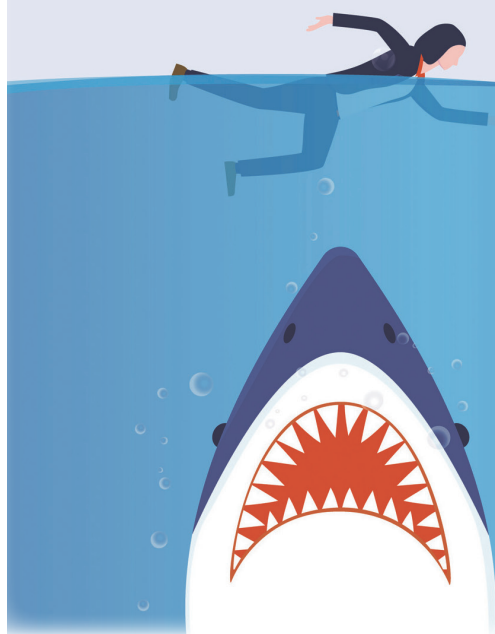
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"You'll Never Go in the Water Again"

How one 1975 film gave birth to the Summer Block Buster and changed how a generation experiences the beach

By Rob Lauer



In 1975, Virginia Beach was well on its way to becoming one of the nation's top ten beach destinations. But that July, an odd change occurred. Fewer people were entering the water. Those who did stayed close to the shore. This bizarre behavior was also noticed on all beaches along the East and West Coasts. People suddenly seemed afraid to go in the water. But why? The answer could be found at local movie theatres.

Traditionally, summer movie attendance had always been low. Why spend a beautiful summer day in a dark theatre? But that changed forever in the summer of 1975. A new movie was playing, unlike anything audiences had ever experienced: intense, suspenseful, thrilling, terrifying, genuinely human, and, in a few spots, laugh-out-loud funny. Traditionally, most moviegoers had been older adults, but this film attracted a new demographic: thirty million Americans, ages 18 to 35, returned to see it three to five times. Repeated viewings were as thrilling as repeated rides on a roller coaster. Nationwide, every theatre showing the film reported record lines daily at the box office stretching for blocks—earning the movie a nickname: “The Summer Block Buster.”

The film was, of course, “Jaws”—Stephen Spielberg’s suspenseful masterpiece about a small New England beach town terrorized by a series of deadly Great White Shark attacks. “Jaws” unprecedented success made going to the movies as much a part of summer vacation as beach trips. But “Jaws” also tapped into its audiences’ deepest fears about what dangers lurk beneath the ocean’s surface, influencing a generation of Americans’ attitudes about the beach.

“After seeing that movie, I never ever went back into the ocean more than ankle-deep,” Virginia Beach native Chris Mitchell says.

“My wife hasn’t gone in the water since then—and we were teenagers then,” Chesapeake’s David Alger notes.

“In 1975, I was a 10-year-old California girl,” Kerri Lynn recalls. “‘Jaws’ terrified me so much that I was afraid even to go in lakes because

someone said they had found sharks in some. I wasn’t comfortable in the ocean until almost ten years later.”

“I grew up on the water in Poquoson, Virginia, and was 13 when ‘Jaws’ came out,” J’ Marie Watkins-Hamann of York County recounts. “I went to see it with my brother and his wife. The line to get in wrapped around the entire theatre. We got ‘nice’ third row seats, a big tub of buttered popcorn, some Goobers, a soda, and I was set. Needless to say, when the head of one of the shark’s victims fell out of the ragged gash in a sunken boat, there was a popcorn shower in row three! On the way home, all three of us rode in the front seat of our Volkswagen. I was so terrified, I slept with two of my six batons in my hand, my cocker spaniel, and my cat. To this day, I watch ‘Jaws’ just to punish myself.”

An Indiana high school senior at the time, Kerry Harding recalls going to Florida that summer with friends: “It was the first time I’d ever seen the ocean, but after ‘Jaws,’ I refused to go out into the water any further than knee-deep. To this day, I won’t go swimming or waterskiing in lakes with cloudy water or in the ocean where the water is too deep to see the bottom.”

In the summer of 1975, a new movie was playing unlike anything audiences had ever experienced: intense, suspenseful, thrilling, terrifying, genuinely human, and, in spots, laugh-out-loud funny.

Bill Canady of Chesapeake recalls a 1975 visit by relatives from the Blue Ridge mountains: “My aunt took them to Virginia Beach, and they would not get in the water because of seeing ‘Jaws.’ The way I understand it, some of them still aren’t fond of the ocean.”

“The day after my wife and I saw ‘Jaws,’ we went to the beach with visiting friends,” recalls Jonathan Reid of San Luis Obispo, California. “Only yards into the water, I stepped into the middle of a dead jellyfish. It quickly floated up around my foot and ankle. The thought that flashed into my mind was that I had stepped into the mouth of a Great White! In a nanosecond, heart pounding and stomach in my throat, I launched myself vertically free of the

unseen predator. I might have made a less-than-manly, somewhat scream-like utterance!”

In 1975, Kristen Spivey of Newport News saw “Jaws” with her then-boyfriend. “I think he was counting on my being a bit freaked out at some point in the movie. I’m not sure he was expecting me to end up in his lap,” she laughs.

“I was always afraid to swim in the ocean,” California native Jill Hazard explains. “After watching ‘Jaws,’ my fears were validated.”

“I have never gotten over the effect ‘Jaws’ had on me as far as ocean swimming,” says Sandi Floyd Belcher of Waynesboro, Virginia. “I used to paddle along out past the wave breaks until that movie. I’ve never really gone back in since. I love to walk the shore and dip my toes in, but ankle-deep is as far as I go. Later, drone pictures of sharks lazily circling just feet away from beach swimmers only intensified my permanent fear.”

Lee Canipe of Kinston, North Carolina, was not traumatized by the film, even though he saw it at age six. “My mother and aunt took my cousin and me to see ‘Jaws’ at the Paramount Theater in downtown Kinston, North Carolina,” Lee remembers. “Part of the reason they wanted to see this particular film is because they were living in Morehead City in 1957 when local resident Rupert Wade was killed by a Great White at Salter Path. They remembered how shocking it was to the community. Despite this scary movie and having known someone killed by a shark, they still let me and my cousin swim in the ocean! We practically lived in the water as kids. Years later, my mother admitted, ‘Taking y’all to see Jaws at that age probably wasn’t the best decision.’”

“Jaws” also had no long-term effect on Portsmouth native Jeff Joyner: “By the next summer, when several attractive friends from school began scuba diving off Virginia Beach and Hatteras and invited me along, sharks couldn’t have been farther from my mind. ‘Jaws’ was no match for teenage hormones inflamed by the tiny bathing suits of the late 70s.”

“My family was vacationing at Myrtle Beach when ‘Jaws’ opened,” North Carolinian Marina Hunley-Graham remembers. “My mom thought it would be great to see it one night because of all the hype. I remember her covering our eyes through the scary parts. Needless to say, I was in the pool on all vacations from 1975 until...well, now. ‘Jaws’ made me not want to swim in the ocean ever!”

Nevertheless, Marina has found a way to calm her “Jaws”-inspired fears: “These days, I sit with my toes in the water, a good book, and a glass of vino.”

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Relationships

by Dr. Bill Austin

**A Big
Thank You!**

I can't believe I have been writing for *The Shopper* for 24 years! This June marks the twenty-fourth anniversary of my first column being published. My wonderful journey began while having lunch with *The Shopper's* founder, Jean Loxley-Barnard. We were talking about relationships when she asked me to write a column on that subject. I was excited at the prospect but felt somewhat inadequate because I did not think I was very good at writing. I'd always wanted to be a writer, but that inner voice caused me to back off. (Sometimes, our worst enemy is the negative inner voice.) Putting that aside, I told Jean that I would give it a try.

What a blessing these 24 years have been for me. What made the journey work was the support and encouragement from Jean and our talented managing editor, Rob Lauer. I want to thank them and the *Shopper* staff. Mostly, I want to thank you, the readers, for your support throughout the years.

Writing for *The Shopper* opened the door to me presenting my seminar on forgiveness and marriage. There have been times when I was out in a store, restaurant, or out and about, and people would tell me that they read my articles and how meaningful they found them. Once, a lady came up to me in a store and said, "You are Dr. What's-His-Name!" "Yes, I am Dr. What's-His-Name," I replied. We had fun with that conversation.

**Writing for The Shopper opened the door
to me presenting my seminar on
forgiveness and marriage
... I was able to have my first
two books published**

By writing for *The Shopper*, I was able to have my first two books published. Along with those books, I self-published another book containing four years of my articles. Then, with the encouragement of Rob, Jean, and my wife, Karen, I self-published a book about my experiences working and living with the Kuna (San Blas Indians) of Panama.

Writing the articles has been a true blessing for me. It has allowed me to share messages about the importance of communication, forgiveness, finding joy in each day, and not taking ourselves and situations so seriously that we forget to see the total picture and realize that incident is only one moment in time. I enjoyed sharing my stories of growing up in Tennessee, stories I've heard during my life's journey, stories from my time in the foothills of Appalachia, and, of course, stories of my special times with my sons, Todd and Brian. My wife, Karen, has given me stories as well.

The many stories and experiences I've shared illustrated the importance of communication in dealing with the complications that are part of any relationship. I have found that most interactions and challenges can be learning experiences.

The future for *The Shopper* looks bright, and I look forward to more years of writing my column. So, I wanted to use this time to thank all of you who helped me have a blessed journey these last 24 years.

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the Write Sense

By Betsy Patterson
Master Graphoanalyst



Call 911

Almost every minute of every day, someone frantically calls 911 for help and hears: "911; what is your emergency?" These operators are frequently the link between someone living and dying. Their demeanor is vital to rescuing the caller. What kind of personality traits does someone need to endure the constant stress?

Poise: Objectiveness (having little emotional arousal; making judgments according to given rules) is indicated by upstrokes that are almost vertical. *help*

Will Power (controlling one's self through force of will) is indicated by the heavy t-bar crossing. *total*

Decisiveness (quickly making logical decisions; avoiding anxiety) is indicated by the blunt endings on words. *I can decide now.*

Determination (a sense of resolve that lends firmness and strength) is evident in the straight downstrokes. *play toy*

Dignity (acting in a reserved manner) is seen in the retraced t and d-stems. *Dignity*

Pride (wanting to appear "in control" to maintain the approval of others) can be seen in the tall t-and d-stems. *take pride*

Self-confidence (feeling able to cope and not get agitated) *Jazz dancer*

Rhythm (thinking and responding smoothly, predictably) is evident in the even return of downstrokes to the baseline. *My writing has rhythm.*

Depth (can contain aroused emotions) is indicated by the heaviness of the writing. *heavy writing*

It is not necessary to have all of the above traits to be **poised**. Also, it is desirable to be **diplomatic** (seen in the tapering of the letters) and **intuitive** (seen in the breaks between letters in words).

Most help wanted

Would you qualify as an emergency operator?

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Chesapeake Sports Club College Scholarships Awarded to Local Students

At its May luncheon, the Chesapeake Sports Club awarded \$28,000 in scholarships to deserving local student-athletes. The club's fundraising events and the generous support of generous club member Nathan Beck and the Beck Family Foundation make these annual scholarships possible. The Nathan T. Beck Scholarship is awarded to a student-athlete who has lettered in soccer. The Ted Beck Memorial Scholarship, named in honor of Nathan's father, is awarded to the student who best articulates the important role athletics has played in his or her development. A scholarship was awarded to a student from Oscar Smith in honor of founding member Linwood Nelms. Ben Smith, owner of CrossFit Krypton, was the luncheon's guest speaker.

Chesapeake Sports
Club President
Glenn Koontz with
guest speaker Ben
Smith of CrossFit
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Victoria Beatty from
Atlantic Shores High
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Michael Urbaniak
from Greenbrier
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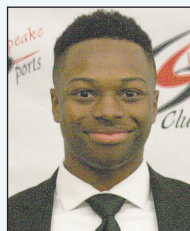
Amir Wray-Hill
from Deep Creek
High School



Madison Jefferies
from Deep Creek
High School



Reagan Davis from
Grassfield High
School



Calvin Mabry
from Great
Bridge High
School



Andrew Knox
from Greenbrier
Christian Academy



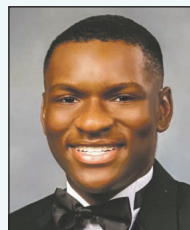
Parker Coyle from
Western Branch
High School



Claire Conner
from Hickory High
School



Jonisha Monger
from Indian River
High School



Renard Jenkins
from Oscar Smith
High School



Caiden Aurelio from
Grassfield High
School, winner of the
Ted Beck Memorial
Scholarship



Joylyn Agbetiafa from
Oscar Smith High
School, recipient of
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Memorial Scholarship

Tucker Legg of Western
Branch High School,
recipient of the Nathan
Beck Scholarship



Dr. Jared Cotton, superintendent for
Chesapeake Public Schools, and Chesapeake
Sports Club President Glenn Koontz, with
Mrs. Peggy Bagley and Mrs. Page Pagley
awarding the Robert G. "Buddy" Bagley
Community Service Award to Claire Connor
of Hickory High School



Floors Unlimited

Offering friendly personalized service, top-of-the-line products, and 50 years of expertise

By Rob Lauer

New flooring can renew the interior of any home while potentially increasing its value, but deciding which flooring to buy can be a daunting task. National chains and big box stores offer convenience and an abundance of choices but little product expertise and personalized service. On the other hand, walking into a store specializing in flooring can be intimidating: looking for basic information about products and prices, the last thing customers want is to be pounced upon by high-pressure salespeople working for commissions.

Phil Woolard and Kevin Scott of Floors Unlimited in Chesapeake sympathize and offer another option: a laid-back, welcoming space where visitors can get expert guidance without pressure. Everything about Floors Unlimited's showroom is a testament to how much Phil and his wife, Amy, want their customers to be comfortable and informed. A comfy sitting area invites visitors to relax and stay as long as they like, while the artful displays of hundreds of samples make shopping pleasant—even inspiring.

Phil is on hand to share his knowledge and understanding of each product. "I enjoy talking about flooring," he says with a smile, "and I love the new products we have. The latest generation of vinyl planks has truly advanced flooring, but they are not created equal. So, I check all the new arrivals and weed out any product I think is the least bit inferior. I talk to my installers all the time about the products we sell because the last thing I want are product-related problems." A veritable encyclopedia of flooring after so many years in the business, Phil possesses boundless patience and truly wants all customers to be happy with their choices.

Sales and Installation Manager Kevin Scott is also available to offer his expertise, honed not only from 16 years in the flooring trade but also from prior experience in home construction.

"I don't think of myself as a salesperson," he says. "We're not pushy. We're here to guide our clients, which means we listen twice as much as we talk."

If clients come in knowing exactly what they want, we show them those products. But most people aren't so sure, so I begin by asking them questions about their home and lifestyle. If they have a big dog, I'll recommend scratch-resistant products. If they plan on keeping their home for another 20 years, the floorings I recommend might be different from what I'd recommend if they're thinking of selling their home in two years. Because of my experience as an installer and, before that, in construction, once they tell me about their house, I can generally tell them how it was built and what flooring would work best."

"We ask our clients the right questions so that we can point them in the right direction," Phil adds. "I like to take them on what I call 'The Tour'—going through the products and discussing why one is \$3.00 per square foot and another is \$6.00 per square foot. We help our clients balance a product's

performance and style to fit their budget. The more they know about the products, the better they feel when making a decision."

Once clients have chosen flooring, the next step is installation—a somewhat invasive procedure kept fluid and trustworthy by Phil and Kevin.

"We maintain close personal relationships with all of our installation experts," Phil explains. "National chains and big box stores can't tell you who will be in your home; there's a disconnect. But we remain in continual contact with our installers. They are people you can trust."

Clients can also rest easy knowing the cost. "Everything is always in writing and detailed," Phil explains. "We call it a line item estimate, where customers can see all the charges clearly. It's a simple way to do business and one that our customers really appreciate."

"We've always had the attitude of being a friend and neighbor to our customers..."

Building relationships with our clients has grown our business."

—Phil Woolard

Though Floors Unlimited is a family-owned small business, its reputation has earned it referrals for projects large and small. Phil personally consults on every project, including those for office spaces and businesses.

"Choosing the right look for an office is just as important as choosing the right look for your home," he says. "A great look sets an emotional tone for a space, which is always desirable, but especially if you spend a lot of time there."

When Connie Thomas, the owner of Marx Golf Cars, learned that Allied Technology in Greenbrier needed new flooring, she remembered the glowing testimonial a friend had given Floors Unlimited years earlier. So she suggested that her husband, Mark, who served as the company's vice president, contact Phil. The results won Floors Unlimited more praise.

"A lot of people, once they've shopped with us, don't shop around anymore because we offer more personalized service than big box national chains can."

—Kevin Scott



Kevin Scott, Installation Manager, and Floors Unlimited Owner Phil Woolard

"Phil did an amazing job!" Connie says. "I can't say enough about the quality of his work and his integrity. He covered 30,000 square feet of floor space, and it is stunning—and his price was substantially less than others."

A commitment to personalized service has been the foundation of Floors Unlimited since Phil Woolard's father, Phil Sr., opened the business in 1972.

"A lot of people, once they've shopped with us, don't shop around anymore," Kevin says, "because we offer more personalized service than big box national chains can."

"We've never had commissioned salespeople," Phil concludes. "There are no 'vultures' here. We've always had the attitude of being a friend and neighbor to our customers. I don't prejudge customers by how much money I can make on one job. We take the big with the small. That little bathroom could one day lead to the rest of the house. Building relationships with our clients has grown our business. They know they will speak directly to the owners whenever they call us. That never happens at big box stores. In addition to the excellent reputation we have earned over the past 50 years, we offer our customers in-depth knowledge about all types of floor coverings, from carpeting to vinyl plank, hardwood, ceramic, or laminate. If it has to do with floor covering in any way, we can professionally guide our customers in the right direction. They will be delighted with the finished product."

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On the Front Porch with You

by Rob Lauer

Hating the Paint on Your Neighbor's House

Before the emergence of suburbs following World War II, houses in most towns and neighborhoods were closer together than they are these days. They typically had front porches where, on warm evenings, people typically gathered to wind down from the busyness of the day. From their front porches, they typically could see the other houses on their street as well as their neighbors sitting on their front porches. Everywhere they looked, they were reminded they were part of something bigger than themselves—a neighborhood. This community hadn't been planned but was simply the result of different people from different backgrounds deciding, for different reasons, to live in the same place.

Respecting personal differences was considered the hallmark of American life. Everyone had the right to believe what they wished, say what they wished, own whatever property they could afford, and manage that property as they wished. You didn't have to like or agree with your neighbors' choices, but as long as they weren't infringing on your right to make your own choices, you were expected to respect their rights and live with their differences.

That could be downright galling if your neighbor painted their house some gaudy, tasteless color, turning the property into an eye-sore. But what makes a color tasteless is...well...a matter of personal taste. And what makes something an eye-sore is often in the eye of the beholder. Even if

everyone in the neighborhood hated the house's color, what could they do? March en masse on that house and demand their neighbor paint it a popular publicly-approved color? That sort of behavior would have been seen as Un-American—the sort of thing Americans found so abhorrent in countries under the control of dictatorships or mob rule.

An unpleasant truth of history is a human tendency to revert to a mob mentality. It's easy to interpret a rejection of our neighborhood's status quo or a change in its traditions as an imminent attack on the neighborhood itself. From that defensive posture, it can be easy to justify an offensive first strike. But history is strewn with tragedies born of such behavior. Better to tolerate your neighbor's choice of house paint.

Of course, you always have the right to say something to your neighbor—indirectly or directly. You could hint that another paint might look stunning on their house, or you could bluntly tell them that you think the color on their house looks horrible. Either way, you run the risk of undermining your relationship with them. Maybe you decide maintaining a friendship with them is more important than venting your frustrations. Maybe not. That is your choice. But whichever you choose to do, the fact remains that the color your neighbor paints their house is *their* choice, and you must learn to make peace with it.

That mindset, that philosophy, that approach to living with differences is essentially what we are celebrating on July Fourth. So, whatever the color of our houses, a Happy Fourth to us all!



Children First

By Dr. Becky Adams

The Impact of Graduation

It's graduation season when auditoriums are filled with students donning caps and gowns. Families and friends fill the chairs or bleachers to hear speeches and excitedly wait for their person to walk across the stage after their name is called. They receive that special degree or diploma.

Confusion exists at times about the two words graduation and commencement. A student has to complete a specific list of requirements and have those recorded on an official transcript to be eligible for graduation. This is true at the high school or college level. If the student then wants to celebrate by receiving their degree in public, they can participate in a commencement ceremony.

This is a time of great celebration for many groups.

For the graduates, they have reached a significant culmination in their academic journey. They have completed many courses and experiences that now allow them to take their next important steps in life. Some will enter the world of work and a career. Others will continue to further their education. It is a time of joy and many questions.

Parents have a myriad of feelings when their children graduate from high school or college. The sense of pride that overwhelms parents is tempered by the twinge of having to let go of that child who has spent years depending upon them for so much.

Grandparents experience a double set of joy and admiration at graduation. They are pleased to witness their grandchild walk across the stage and enter whatever field they choose. The second aspect of their pride is related to their own children, who are the graduate's parents. As they sit through the ceremony, their minds often wander back twenty or so years to watching their own children walk across the stage.

The siblings of the graduate play a unique role in this journey. The younger ones are watching all the details swirling around their big brother or sister. Perhaps they will have a similar celebration in a few years. Older siblings can act as mentors to the graduate by sharing tips on how to wear the cap and gown or straighten the tassel and honor cords.

Teachers and administrators have worked with the graduates for years, guiding them toward this goal. In some cases, they have felt like surrogate parents of the students who lacked home support.

Graduation is indeed a milestone in a person's journey and, therefore, a milestone for everyone around them. While it is a time to celebrate previous achievements, it also points to the future. Every graduate has unique potential. It is up to each of them to figure out how to use that potential in what really matters in life. In the words of the beloved poet Dr. Seuss:

**"You're off to Great Places!
Today is your day!
Your mountain is waiting,
So...get on your way!"**

We are all cheering for you!

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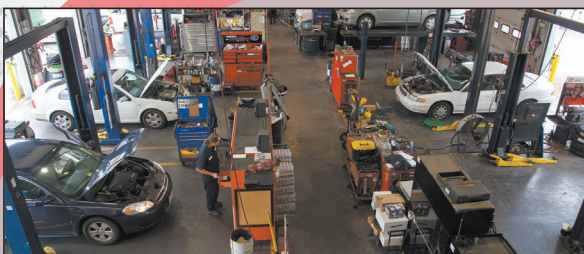
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Kevin Scott, Installation Manager with Amy and Phil Woodard, owners

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"You'll Never Go in the Water Again"



How one 1975 film gave birth to the Summer Block Buster and changed how a generation experiences the beach

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237 S. Battlefield Blvd, Chesapeake

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