

# BUSINESS CULTURE



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## INSIDER INSIGHTS

*What is the No. 1 reason you think the Region is an attractive area for business?*

Quality of life and location — within 500 miles of half the U.S. population, mountains and beaches within a few hours and proximity to Washington, D.C.

*What is the best thing about Richmond International Airport?*

We're finally getting a first-class airport, and the arrival of AirTran and JetBlue brought more competitive prices.



The Virginia Historical Society's "Virginians at Work" exhibit showcases economic-history artifacts from around the state.

LEFT: JACKSON SMITH PHOTO; BOTTOM RIGHT: PHOTO COURTESY CHALLENGE DISCOVERY

## EXPLORE AN OFFICE

furnished entirely of aluminum products, or reminisce with an early-model computer at the Virginia Historical Society's newest permanent exhibition, "Virginians at Work." Using photographs, retail items and tools of various trades, the 3,000-square-foot exhibit tells the story of Virginia's companies and individual workers and the Commonwealth's movement through four broad economic periods — agricultural, commercial, industrial and service. The first U.S. tobacco cultivation was in 1612 in what is now Chesterfield County, opening the door for an important industry in the Region. Philip Morris USA was established here in 1919, and along with tobacco giant Universal Corporation, maintains its corporate headquarters in the Region today. Home to nine Fortune 500 companies, the Region also is well represented in the banking, financial, health care, manufacturing and consumer products industries. Nearly a dozen public and private colleges and universities offer a full range of associate, undergraduate and graduate degree programs, including business, engineering, law and medicine. Named the sixth best city in which to get a job by Forbes.com in 2006, the Region serves as the capital of Virginia and is headquarters for the Fifth District of the Federal Reserve Bank.

▼ Team-building and fun go hand-in-hand at Challenge Discovery.

## Did You Know?

- St. Luke Penny Savings Bank was founded in 1903 by Maggie L. Walker, the first woman to charter and serve as president of a U.S. bank. Now known as Consolidated Bank and Trust, the bank is the oldest surviving African-American-operated bank in the United States.



- Challenge Discovery's 13-acre Hanover site offers creative and engaging team-building programs using 20 wooded activity sites and suspended obstacle courses, including a high-rope course. The company's newest venture, PowerPlay, provides mobile programs to get groups moving and solving problems from the comfort of their boardroom or conference room.

*What is the best thing to happen to the business community in the last five years?*

New companies moving to the area, downtown's building boom and business leaders stepping up to promote business growth.