

BUSINESS

CARMAX APPOINTS CHIEF MARKETING OFFICER

RICHMOND—CarMax Inc., the nation's largest retailer of used cars, has appointed Jim Lyski as chief marketing officer and senior vice president. Lyski, 51, will be responsible for directing and managing all of the company's marketing functions, including consumer insights and strategic direction.

—businesswire.com

SPOTSYLVANIA >> HER CREATION LAUNCHES NEW CAREER



Lindi Copeland checks on the bees in one of the 10 hives she keeps in the backyard of her Spotsylvania County home. A bumper crop of honey and habanero peppers were the inspiration for her award-winning Honey Habanero Sauce.

PHOTOS BY SUZANNE CARR ROSSI / THE FREE LANCE-STAR

Farmers abuzz about drones

MINNESOTA'S FARMFEST INCLUDES SEMINARS ON HOW THE DEVICES ARE CHANGING FARM WORK

BY EVAN RAMSTAD
STAR TRIBUNE (MINNEAPOLIS)

MINNEAPOLIS—Forget the weather and politics. As thousands of Minnesota farmers gather this week for the big trade show Farmfest, the real buzz is overhead.

For a couple of years, small numbers of farmers and farm-equipment dealers have experimented with unmanned aerial devices, known as UAVs or drones, to get pictures and other data above fields.

Now, an industry is emerging to promote the concept. Farmers attending the show near the central Minnesota town of Morgan will have a chance to attend seminars on how drones and so-called big data are changing their work.

Implement dealers, crop consultants, researchers and a handful of Minnesota companies that are in the drone business will be on hand. The Minnesota Corn Growers Association is even giving away a quadcopter drone in a promotion.

"It's very new," said Jerry Johnson, chief executive of Farm Intelligence2, a Mankato developer of field-analysis software and two UAVs for farm use. "There's a lot of educating that is going on. Most people have basic questions like 'How long does it fly?' while some ask very sophisticated questions about the data."

Over the past two decades, the use of GPS and data sensors became standard in American farming, a phenomenon known as precision agriculture. Information was chiefly gathered by tractors during planting in the spring and combines during harvesting in the fall. Farmers then studied the data to

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Beekeeper's sauce is enjoying sweet success

WHAT'S IN STORE >>

CATHY JETT

BY CATHY JETT
THE FREE LANCE-STAR

Lindi Copeland has wanted to create and sell a product ever since high school.

But it wasn't until the Spotsylvania County amateur beekeeper had a bumper crop of honey and habanero peppers that she came up with a winner—and a new career.

"I was thinking: What am I going to do with all of this stuff?" said Copeland, who works part time as a graphic designer for a government contractor in Tysons Corner.

Her solution, which came in the middle of the night, was to blend the two into a unique product called Honey Habanero Sauce. The condiment has a sweet heat and glows a jewel-like orange in clear glass jars bearing a beehive-inspired label that she designed.



Virginia Living magazine named Copeland's sauce a 2013 Made in Virginia Award winner.

It soon drew the attention of Virginia Living magazine, which named it a Made in Virginia Award winner last December. Online sales boomed during the holidays, and customers began reordering.

"That was a big indication for me," Copeland

said. "When they reorder, they like it. It's not just a curiosity purchase."

Her sauce was also accepted into the Virginia's Finest program, and attracted about 75 potential retailers at the Virginia Food & Beverage Expo in March.

"I'm working with about 20 now," said Copeland. "There are quite a few that I want to contact, but I'm afraid to. I don't want to be in a position where I can't provide it. I'm in that awkward phase."

A contact she made at the expo, Willard Ashburn of Ashburn Sauce Co. in Virginia Beach, helps small businesses with manufacturing and packaging. He's helping her streamline her process and increase production so she can sell to more retailers and bring prices down. (A 4-ounce jar on her website, poriverapiary.com, sells for \$4 and a 9-ounce jar goes for \$8.)

"I thought I could give them the recipe and say, 'Here you go,' but they want me to cook

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Timex ticks to top of smartwatch field

PRETTY IRONIC that Timex, the watch-maker still best known for its half-century-old "Takes a licking and keeps on ticking" tag line has come the closest to introducing a true smartwatch.

This week it unveiled the Timex IronMan One GPS+, developed in collaboration with Qualcomm and AT&T, which will provide users with the ability to communicate through email without being paired to a smartphone.

Don't think Dick Tracy wrist communicator just yet.

While this is something of a milestone, it's an underwhelming one. For a steep price of \$400, one might expect more.

Interestingly, it comes with

SEE ZITZ, PAGE C4



TECH TOYS >>

MIKE ZITZ

BRIEF CASE

coming

MARTIAL ARTS STUDIO IS OPENING

Ronin Martial Arts will hold its grand opening from 10 a.m. to 3 p.m. today at 4521 Plank Road, which is next door to Pawn King.

It is both a martial arts and a fine art studio.

Dennis "Hurricane" Lane, a four-time World Super Heavyweight Muay Thai champion, and rising mixed martial arts professional fighter Brent "Mongoose" Hess will attend the celebration. Afterward, Lane will conduct a seminar.

In addition, the grand opening will include an appearance by WFLS, food supplied by Gunny's BBQ and a moon bounce slide.

—Cathy Jett

GETTING TO KNOW >> BEN KEDDIE

HARTS GAVE HIM HIS START

How Fredericksburg has changed during your time here?: I am lucky enough to have been born and raised here, so I have witnessed the impressive growth rate firsthand. During that time, corridors like State Route 3 have transformed from a one-traffic light road lined with farmland into congested highways bustling with commerce, large subdivisions and, unfortunately, traffic.

I dislike the traffic as much as the next guy, but at the same time I am proud that so many people continue to choose my hometown as the place they want to work and raise their families. Properly managing the growth is a big challenge but certainly a good problem to have.

Education/training: I am proud to have attended Montfort Academy for grade school, then Chancellor High School. I hold a



KEDDIE

NAME: Ben Keddie

WORK: Vice president for Coldwell Banker Commercial Elite

FAMILY: I'm blessed to have my beautiful bride, Sarah, and two adorable, hell-raising boys: Benny (2½) and Whitman (10 months).

B.S. in environmental science from Virginia Tech.

Why did you decide on a career in real estate: At the

time, I had no idea about anything related to commercial real estate. The owners of Virginia Properties, Donn and Donna Hart, who are great, lifelong family friends, for some reason saw something in me and suggested that with their tutelage that I could be good at it.

They were kind, generous and patient during my five years with them as they taught me about the business. I must have asked them thousands of questions, and probably made just as many mistakes, but they stuck with me.

I am forever grateful that they introduced me to and taught me about such an interesting and rewarding business. I have absolutely no idea what I would be doing today if they hadn't of seen something in me, but I'm guessing it wouldn't be commercial

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