

NEW CLINIC OPENS IN HOUGHTON PARK

DR. PEER

FRIDAY, OCTOBER 29, 2004 — SECTION A



Peer Decided Early To Pursue Medical Career

STORIES AND PHOTOS
BY DOUG LOFTIS
G-V STAFF WRITER

Mike Peer decided early in life what he might be doing some day.

"I wanted to do something in science-medicine."

The South Boston native liked the fact that doctors not only make life better for others, but medical professionals are generally well-respected members of the communities they live in.

Rather than having to deal with life and death situations as medical practitioners often do, Peer opted for dentistry. After years of dedication and study, Michael C. Peer graduated from Virginia Commonwealth University School of Dentistry in 1987.

The oldest of two sons of Clyde and Barbara Peer, Mike was born and educated in Halifax County and graduated from Halifax County High in 1979. His dad is an optometrist, his mother a retired nurse.

Brother, Tommy, a VMI graduate, works for Roadway Trucking in Newport News.

Following his graduation, Peer began practicing dentistry in the Staunton community for the Department of Health.

His duties included visiting area schools and teaching students dental hygiene. In one of those

elementary classrooms, he met Aleacia Knotts, a teacher who grew up in Parkersburg, West Virginia.

Mike and Aleacia's romance lead to their marriage in 1994.

Both were quite happy working and living in Staunton, a community of approximately 50,000 people with offerings generally exceeding those of South Boston.

And when an opportunity knocked in 1995, the Peers of Staunton struggled with becoming the Peers of South Boston. "There was doubt—we could have stayed in Staunton," said Mike.

Dr. Wayne Adams, whose dental practice began in 1968 in South Boston, offered Peer a job as an associate dentist with no guarantees.

But it took Peer no more than six months to establish a base of patients that today, he estimates, number in excess of 2,500.

Adams and Peer entered into a business buyout arrangement in 1999 and two years later, Adams retired.

Peer only agreed to purchase the business, not the facilities.

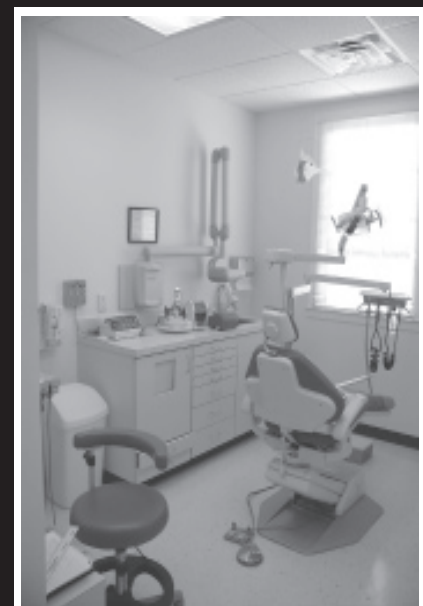
As his practice grew, Peer began to consider the options of further renovating the North Main Street former residence or building a new clinic and relocating.

He chose the latter.



THE PEER FAMILY — Michael, Aleacia and their daughter Ashley

Congratulations Dr. Michael C. Peer



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NEW CLINIC OPENS HOUGHTON PARK

DR. PEER

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THE STAFF — The Peer staff include (from left), Dr. Michael Peer, Donna Carter-hygienist, Lisa Henderson-hygienist, Alice Major-business assistant, Christy Blanks-dental assistant, Vickie Moser-business assistant, Mary Harris-business assistant and Teresa Brown-dental assistant.

Built To Better Serve Patients

*And, Hopefully, Attract
New Dentists To Area*

**STORIES AND PHOTOS
BY DOUG LOFTIS
G-V STAFF WRITER**

At age 43, Dr. Michael C. Peer is the youngest of seven dentists located in the South Boston/Halifax County community providing general or family oral

health care needs.

According to the latest census figures, Halifax County has a population of 33,675 persons. Doing simple math, that calculates to one dentist for every 5,335 persons!

As incredible as that might seem, the numbers ratio is actually much higher knowing that the population served includes the periphery communities.

Peer's own patient count exceeds 2,500, a case load that finds him, and his staff of six dental hygienists and assistants, on the job five days a week from 8 a.m. to 5 p.m.

"We try to see as many patients as we can per day," said Dr. Peer.

Getting into one of his chairs normally requires 2 1/2 months!

When Peer decided to build his new dental clinic on Hamilton Boulevard, he designed it with eight patient rooms. Five are fully-equipped, one is for consultation and educational purposes, while a third is for future expansion.

"My hope is that we can attract at least one, or even two (new dentists)," said Peer who, since beginning his practice in South Boston in 1994, went for almost 2 1/2 years without a vacation.

Peer knows all too well that his odds of wooing a new dentist to Southside Virginia are increased with

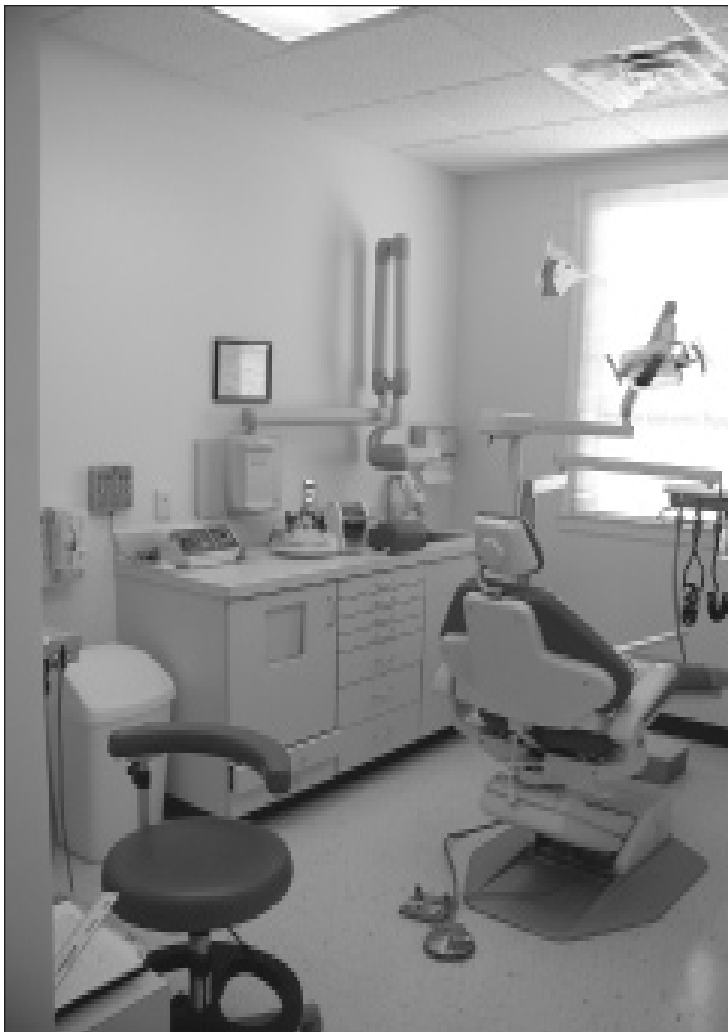
the offer of facilities.

The new Peer clinic represents an investment of approximately \$350,000.

Peer finds that, too often, dentists don't realize the potential of small communities, particularly, South Boston.

Not only are living costs low, but the medical community includes the support of several oral and maxillofacial surgeons and periodontists.

Dr. Peer offers anesthetic dental care at Halifax Regional Hospital in specially-prepared facilities where patients— particularly young children in need of extensive dental care—can be anesthetized.



Congratulations!



**Dr.
Michael
Peer**

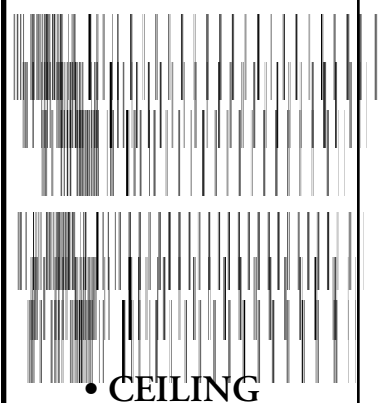
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Peer Dental Clinic Joins Growing Base Of Businesses, Industry, Professionals

In South Boston's
Houghton Park

BY TAMYRA VEST
SPECIAL TO THE GAZETTE-VIRGINIAN

Marketing your town is not the art of selling. It's not the simple business of convincing someone to buy. It is the art of creating conditions by which the prospects convince themselves to make the decisions to locate in your town.

J. AUBREY HOUGHTON INDUSTRIAL PARK

J. Aubrey Houghton Industrial Park, first developed in the early 1990s, is an industrial park in the northeastern section of town, located on Hamilton Boulevard just off U.S. 360 and is in the initial stages of development.

Approximately one-fourth of its available sites are developed or committed to some future use. Approximately 68 acres in size, the park offers a central access road, municipal utilities, convenient access to U.S. 360, and a selection of professionally planned small to medium-sized sites which can be assembled or further subdivided as needed.

The Park is currently being marketed for light industrial use, office buildings and similar types of mixed-use development.

In 1997, the South Boston Industrial Development Authority redefined the marketing plan for the park's development, targeting office buildings and light industry rather than heavier, larger manufacturers.

Town Council approved funds to modify the park's overall layout and design, including the subdivision of additional lots, further grading improvements,



storm water detention basin, and construction of a secondary loop road.

The IDA increased marketing efforts for the park in order to spur further business interest and development activity.

There is room for continued development at J. Aubrey Houghton Industrial Park, which is being marketed for light industrial and office development.

The Park is a limited industrial/mixed use park, intended for clean, low-intensity types of industry that are adequately buffered from existing neighborhoods and near arterial roads. This includes warehousing, wholesaling, light manufacturing and processing operations, as well as associated office development and support facilities.

It also includes planned

business park and light industrial developments and similar forms of compatible mixed-use development.

Incentives for locating in J. Aubrey Houghton Industrial Park

South Boston continues to promote and market the Town's Enterprise Zone Program, marketing the tax abatement and other local and state incentives to qualifying businesses and industry.

The Town also continues to promote and market the Enterprise Zone Loan Program, which offers below market rate loans for purchase of property, rehabilitation or facade renovations within the zone.

What is an Enterprise Zone?

An enterprise zone is an area

of a city or county, designated by the Governor. The South Boston Enterprise Zone became effective January 1, 1988 and will be in effect for 20 years. It is designed to stimulate business revitalization and create jobs.

Special state tax incentives and other local incentives are offered within the zone to encourage business recruitment and expansion. Although separate applications are required for each level, business owners need not apply simultaneously for local and state incentives. A business can qualify for town incentives without having to qualify for state incentives.

How to qualify for local

incentives

A new business is automatically qualified.

An existing business must increase its "full-time equivalent" employment by 10% (defining "full-time equivalent" as one employee working a minimum of 30 hours per week or two part-time employees together working a minimum of 30 hours per week). This employment level must be maintained for five years in order to benefit from the incentives.

The business must be located within the boundaries of the Enterprise Zone. The zone includes the Downtown Business District, Seymour Drive, John

Randolph Blvd. (Rt. 360), the J. Aubrey Houghton Industrial Park, and part of the Riverdale area.

Local incentives

Below-market-rate-loans, purchase of property, rehabilitation or facade renovations within the zone.

Town will reimburse business license fees for five years at a rate of 80% in year 1, 60% in year 2, 40% in year 3, and 20% in years 4 & 5.

Exemption from Town water and sewer connection fees (applies only to new construction or rehabilitated property).

Exemption from all permit fees above the minimum charge for building, electrical, plumbing, erosion and sediment control, rezoning permits.

State Incentives

A ten-year general income tax credit against a business' state tax liability in an amount up to 80% for year one and 60% for years two through ten.

Real property improvement tax credit equal to an amount of up to 30% of qualified zone improvements with a maximum amount not to exceed \$125,000 within a five-year period.

Investment tax credit equal to a negotiated amount not to exceed 5% of qualified zone improvements.

Job grants for positions created by business start-ups and expansions by existing firms in amounts equal to \$1,000 for positions filled by zone residents and \$500 for any other positions for each year in a three-year period. The maximum amount a business can receive in one year is \$100,000.

Congratulations

Dr. Michael C. Peer



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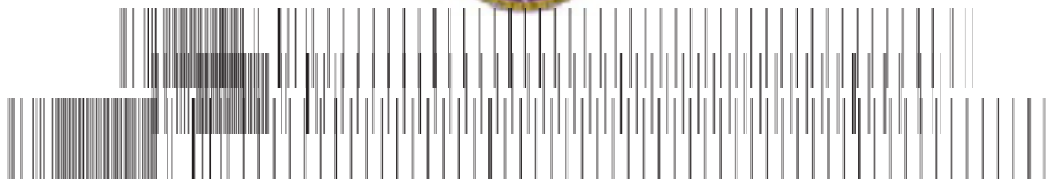


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■ We would like to thank our parents (Barbara & Clyde Peer and James Knotts) for helping us with the planning and supervising of this project from start to finish.

■ We owe many thanks to Tamyra Vest, Doug Bowman, and Susan McLamb for helping us with the reams of paperwork involved in this project, as well as answering our endless questions about the process of building a new office.

■ We extend our gratitude and thanks for creating a beautiful facility for our patients to Brian Burton and Steve Ellis, as well as all the builders, designers, engineers, contractors, suppliers, and vendors.

■ We are thankful for the many people who helped us move into the new facility and get everything ready for opening day:

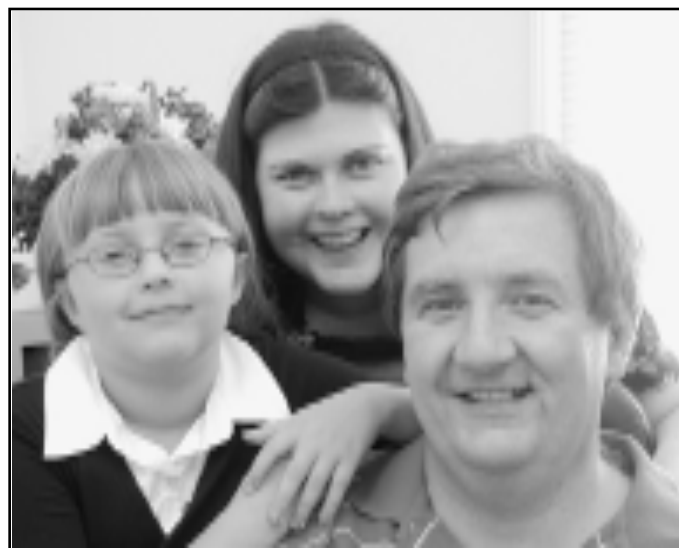
■ Our dental team: Judy Barksdale, Christie Blanks, Teresa Brown, Donna Carter, Mary Harris, Lisa Henderson, Rhonda Hunt, Alice Major, and Vicki Moser

■ Our friends and family: Tom Peer, Barbara and Clyde Peer, Verlyn and Ruth Emswiler & family, Stan and Karen Hummert & Micah, Ricky and Teresa Newbill & family, Monk and Brenda Powell & family, David and Gert Slabach & family, John and Teresa Slabach & sons

■ Many thanks to Lisa Kipps-Brown for the numerous hours she has spent designing our brand-new website and for continuing as our webmaster.

■ Thank you, Dr. and Mrs. J. Adams, for giving us the opportunity to join your dental practice in 1995 and make it our own years later. What a blessing both of you have been!

■ Finally, our thanks to God for His many blessings that are heaped upon us throughout our lives.



NEW CLINIC OPENS HOUGHTON PARK

DR. PEER

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Bricks, Sticks, Stones

*'Everything That We
Had Envisioned'*



Clinic Details:
Dr. Michael Peer saw his first patient at 8 a.m. on September 27, in the new dental clinic on Hamilton Boulevard, the fruition of months of planning, design and construction.
And the results were "everything that we had envisioned" said Peer.
Designing a building that will function both effectively and efficiently was the goal.
Dr. Peer is confident that the 2,750 sq.ft. facility in J. Aubrey Houghton Industrial Park fits the criteria he set forth.
The building team consisted of architect Art Pape of Norfolk, Steve Ellis of Patterson Dental Company in Richmond who engineered, equipped and installed dental equipment, general contractor Brian Burton, president of J.E. Construction Co. Inc. of South Boston, and a host of subcontractors.
"We wanted it done locally," said Peer who insisted that, as much as possible, all materials and subcontractors be based in or near the South Boston community.
The clinic was built for easy access-no steps up or down at entry and exit locations. And there's plenty of parking in the asphalt parking lot.
Designed to last and require little or no maintenance, all exposed exterior components are either brick, vinyl or some other material that does not require painting.
Built for comfort and efficiency, two heat pumps will cool and warm the clinic while electronic air cleaners will insure that the environment inside is both fresh and healthy.



Congratulations!



**Dr. Michael Peer
On The Completion Of Your
Dental Clinic**

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