

House No.1 Hours

Monday 8a–6:30p
Tues–Thurs 8a–12a
Friday 8a–1a
Saturday 10a–1a
Sunday 10a–3p

House No.1 Dining

Monday 8a–3p
Tues–Thurs 8a–9p
Friday 8a–10p
Saturday 10a–10p
Sunday 10a–3p

Reservations

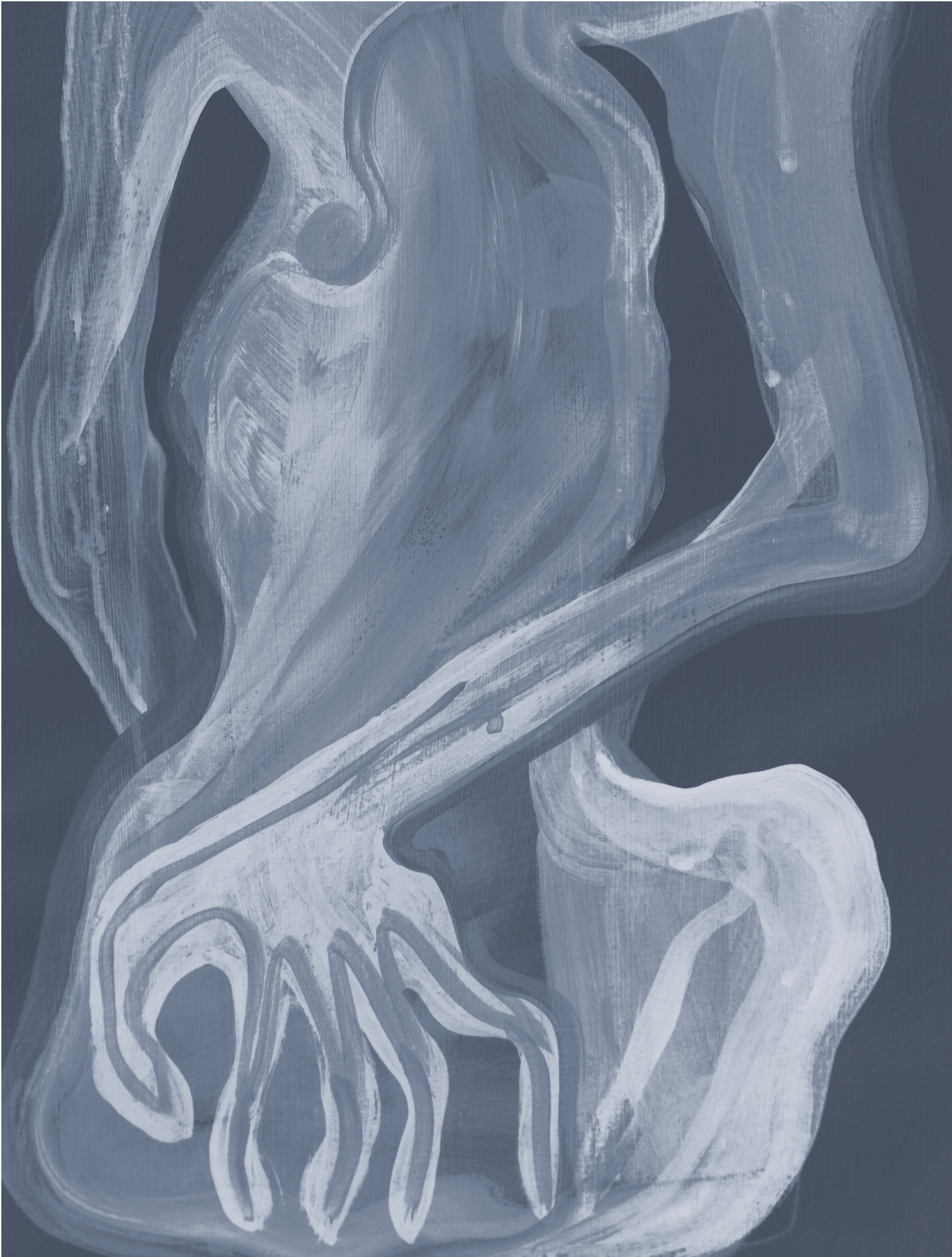
To make a dining or program reservation give concierge a call or email:
concierge@commonhouse.com
(434) 566-0192

The Commoner

OCTOBER 2019 — ISSUE NO. II

The Commoner





Original artwork by Maddie Rhondeau. @merhondeau

"THERE IS NO EXQUISITE BEAUTY... WITHOUT SOME STRANGENESS IN THE PROPORTION." - EDGAR ALLAN POE



October

- FRI, 10/4 **First Friday Afterparty** 8pm
- TUES, 10/8 **Immigration: the Basics** 6:30pm
- SAT, 10/12 **Second Saturday** 10pm
- TUES. 10/15 **The Status of Our Forests** 5:30pm
- THURS, 10/17 **Film Club** 7pm
- SAT 10/19 **Drink Like a Pharaoh: Grogs and Wines** 1 & 3:30pm
- SAT, 10/19 **Dream Girl DJ Set** 10pm
- THURS, 10/24 **Women's Networking w/ TheSheLab** 11:30am
- SAT, 10/26 **Halloween Costume Bash** 8pm
- TUES, 10/29 **Book Club** 6pm
- THURS, 10/31 **Spirits & Spirits** 7pm

– October Dance –

**Music, masks, and moves,
every weekend in October.
Step out into the moonlight.**

- 10/4 - First Friday Afterparty
10/12 - Saturday Social
10/19 - Dream Girl DJ Set
10/26 - Halloween Costume Party

 common__house
 facebook.com/commonhouse

– Every Week –

Music on the Rooftop

w/ rotating artists
Every Wednesday, 7–9pm

Tasting Tuesday

5:30–7pm, Tea Room

Free revolving tasting presented by
wineries, sommeliers, and retailers

Rooftop Yoga

Every Saturday, 9–10am

All events are at Common House unless otherwise noted.

Visit charlottesville.commonhouse.com for updates, current menus, and hours.

Mega Ambition

Meg Dougherty Joins the Common House Crew

by Annie Sheehan
Common House

MEG DOUGHERTY IS A FIREBALL OF intelligence and charisma. That dynamism is perhaps best captured in her team emails where she has an unmatched ability to use words like “KPI metrics” (and other business savvy words that I later have to Google) while also attaching the most amazing GIFs that are always spot-on to any topic of conversation.

As our newest Director of Operations and Expansion, Meg has a gift for interrelating worlds. She sees and develops carefully considered systems to support stronger connections between groups and enterprises. She is a person of many talents but there is another characteristic that sets her apart in a very fundamental way.

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For most people, speech patterns are tangential. Whenever I’m telling a story, my anecdotes are said alongside plenty of superlatives with detours down rabbit holes. Not with Meg. Her stream of consciousness isn’t so much a stream as it is streamlined. Recently, Virginia Nelson (Director of Programming) and I were musing that if there’s a word of opposite of A.D.D., that is Meg.

Her clear communication style is an important through-line. It extends not only to how she expresses herself at work but how she is able to trace the sequence of events that have led her to where she is today. And she circles it all back to one thing: Travel.

A trip around the world serendipitously opened her eyes to start-up life. A Richmond native, Meg attended the University of Virginia where she spent a Semester at Sea. Her group circumnavigated the globe beginning in Canada then crossed the Atlantic, porting in Spain, Morocco, Ghana, South Africa, India, Hong Kong, Japan, and more. On her voyage, she befriended Matt Murphy who, as she puts it, “is an entrepreneur to his core.” The two got to talking, and they saw that there was an opportunity to enhance the study-abroad experience.

In 2011, they, while still full-time college students, launched Global Citizens Travel. Meg led the operations side of the business, providing customized itineraries for undergraduates who are interested in an immersive international experience. Even though she had no formal training, she learned by doing and wore many hats: booked flights, negotiated contracts, created communications strategies, and developed partnerships with vendors in 30 countries while balancing a full course load of academic classes.

“I would be in the library studying,” she recalls, “then have to hop out to take a call with a parent whose child was about

the same age as me. I made it up as I went, learned a ton, and realized then how much I enjoy startup culture.”

As graduation approached, Meg realized she couldn’t sustain a business long-term without first learning the ropes. She decided to step away from Global Citizens Travel to seek mentorship. She soon found that with The Scout Guide (TSG), a bespoke publication that provides an insider’s look into small cities across the country.

A tight-knit team of all women embraced Meg, warmly. They quickly saw what she is capable of accomplishing. They empowered her to take on more responsibilities from a sales support position into the Franchise Development Manager where she created recruitment processes and strategies to bring The Scout Guide into new markets.

Lily West Pfingraff took Meg under her wing.

As Meg notes, whenever Lily presented an idea to The Scout Guide’s staff, Meg found herself amazed by what Lily said and how she said it, realizing that, “*Oh, you got that from your MBA? I want to get my MBA!*”

After four years with TSG, and two and a half years under Lily’s tutelage, Meg applied to business school. When considering programs, Meg thought

“I made it up as I went, learned a ton, and realized then how much I enjoy startup culture.”

about why she loved about her prior places of work. One of the X- factors was in the intimate size of the companies. And so, she sought schools that had a class size of under 350. When she was accepted to UNC's Kenan-Flagler—one of the top 20 MBA programs in the country—Meg headed to Chapel Hill where she entered into a graduate class of 285.

Quickly, she became involved in Chapel Hill's dynamic academic community. She served as an Advisory Board Representative, an Association VP, Marketing Teaching Assistant, and a Program Coordinator. The support she

received from both her professors and peers gave Meg the boost of confidence that she needed during her first year, especially when taking her first finance and accounting courses.

Her undergraduate degree from UVA was in American Studies. And when she was at The Scout Guide, her knack for content creation was utilized and celebrated. It dawned on her though that an aptitude for writing and math aren't mutually exclusive. In that realization, a new identity began to take form. The creative in her still lived on. Meg found an outlet when selected to host

Kenan-Flagler's Follies—an end of the year event where students and faculty enjoy a playful roast. Additionally, she sent newsletters to her girlfriends in her MBA program on that week's antics, which must be when Meg developed her fun yet informative email style that the *Common House* team now relishes.

She first came to learn about *Common House* while at TSG. Lily shared with Meg how her husband, Ben Pfinsgraff, was working on opening a social club in the heart of Downtown Charlottesville alongside Derek Sieg. Meg knew Derek through his wife, Heather, who also worked with the two. The more she learned, the more excited she became for her friends' new venture.

Before the House even opened, she was a member, and as Meg states, "I made them take me on 3238 tours." Shortly before heading off to business school, she got the official tour when *Common House* opened May 2017.

Immediately, she was transfixed by the House's design as well as what is offered through membership.

She describes how, "if personal development is even a tiny priority to somebody, joining *Common House* is a no brainer. There is always a cool lecture to go to, or an interesting program to attend." Even in the midst of a rigorous MBA curriculum, Meg became an active member



Continued on pg.8 →

Designing Richmond

An Interview w/ Architect Alex Davis

by Kellee Coleman
Common House

EVERY CITY HAS A STORY. MOMENTS OF communal excellence and progress are woven together with those of darkness and challenge, creating the character of a place, for better or worse.

At this moment, we are the storytellers. We have the chance to develop the future narrative of our city through our work, our service, and our relationships. Architect Alex Davis is making his mark by designing structures and spaces where people can work, live, and commune with each other.

Alex is on the team at ArchitectureFirm, a collaborative of architects and designers bringing Quirk Hotel to Charlottesville and our own House No.2 to Richmond. With an office in Brooklyn and one right off Broad Street, ArchitectureFirm is contributing to the morphological transition of Richmond's Arts District.

"What's happening right here on Broad Street is really exciting," Alex says. "I like that the center of the city is getting energized...It's going to look different in 10 years than it does now, than it did 10 years back."

This changing shape is a trend in cities nationwide, with many urban centers experiencing renewed investment and redevelopment. While some of the buildings once vacant are seeing new life, there is a tension some residents experience when terms like "revitalization" are used to reference these changes. It's one Alex

acknowledges. For him, though, the transitioning landscape on Broad Street is not a fresh start but a continuation of the story that's already begun.

"There are people who have lived downtown for a long time," he says. "Sure, a lot of these buildings were once boarded up, but you go a block back and there are people who've been here. There are businesses that have been here. It's important to acknowledge that."

Alex moved from Brooklyn to Richmond just over three years ago after teaching and practicing at small firms in a city full of giant, densely-populated buildings. He and his wife, Liz, now the director of public programs at The Valentine, were ready for a change. He was drawn to the cultural and architectural richness of Richmond and the renewal the downtown area is experiencing.

He comes by his profession honestly. Both of his parents studied architecture, his father a practitioner for many years and his mother an artist. His sister, too, is an architect. But he's found a way to make it his own.

"My parents were really involved in historic preservation and worked...to keep the city from growing too much." Alex, on the other hand, isn't hesitant about new growth and density in a city. "Bringing people together is important to me."

Perhaps that's why he counts our House No.2 as a "dream come true" project. Located in a former furniture factory, the



"...I like that the center of the city is getting energized...It's going to look different in 10 years than it does now, than it did 10 years back."

28,000-square-foot space is experiencing its own renewal. Alex has been involved from the beginning, working alongside our co-founder, Derek Sieg, to design and develop the six floors that will soon hold hundreds of Richmond residents.

Design of the space began as a puzzle of sorts, as Alex's projects always do. "We always start with the programmatic requirements of the building in very

abstract terms," he says. "It becomes kind of like tetris, where you're rearranging spaces, thinking about flow."

What started as boxes on a page is now taking more nuanced shape, rooms built out to reflect our commitment to community and creativity. If you pay attention, you'll also see the hallmarks of ArchitectureFirm's style - simplicity of design, honesty of materials, and clean expression of details.

When designing a commercial project, Alex and his team not only work to ensure the building will stand and the design is appropriate for the welfare of occupants - the basics - they also intentionally consider the needs of the surrounding community.

A simple design feature of Charlottesville's Quirk Hotel, going up on West Main Street, is a perfect reflection of this. Before the hotel was designed, there was a pathway that cut through the property, often used by residents in nearby rentals and community members who parked their cars in nearby lots.

While the sidewalk could have been eliminated to make room for more hotel space, "we kept the little pathway there for the community to use. Then, as an architectural gesture, we framed it with our building, creating a really interesting cantilever." This simple design choice is a way of honoring the life already lived on this downtown street.

In a similar way, designs for our House No.2 incorporate original, ornamental ceiling panels and columns. For Alex, this is all part of sustainability. "People think of sustainability just in terms of material choices, or how big your windows are, but there's so much more to it than that," he says. "We're protecting a building from demolition. We're finding new use for an existing shell. We're bringing hundreds of people together in one building."

Put another way, we're working together to keep writing the story - of this building, of this area, of the city. And we're creating a hub for others to thrive as storytellers too.



↑↑ Architect, Alex Davis

RVA GOINGS ON

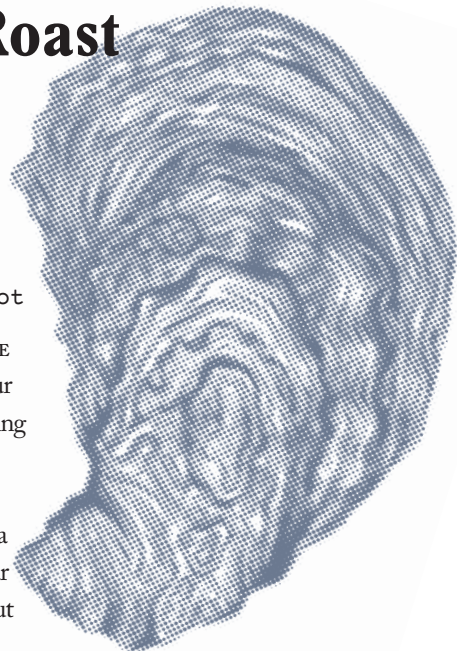
Oyster Roast

Richmond Member Hangout

Saturday, October 5th
2pm-onward

Charm School/Ledbury Lot

SAVE THE DATE TO SHUCK SOME shells and warm up this fall at our inaugural oyster roast. We're serving up Canon & Draw kegs, Hardywood craft beers, Cirrus Bloody Marys, Spacebomb music—and a delicious unveiling too. Bring your people and kick back. Nothing but good times coming your way.



Join us Saturday October 5th in the lot between Charm School and Ledbury on W Broad St in Richmond.

House Perks

As a member, these businesses have shared discounts specifically for you. Visit charlottesville.commonhouse.com/house-perks to learn how to take advantage (password "206member").

HOME & RETAIL

Alton Lane

Free dress shirt with purchase of blazer, suit, or tux

Ashby

10% off jewelry and new merch items

Blanc Creatives

15% off handmade cookware

Clementine

10% off jewelry and new merch items

Clover

10% off new gifts and accessories

Criquet

20% off shirts and accessories

Darling Boutique

20% off clothing

e.g.

15% off boutique clothing

Hart Studio

20% off handmade jewelry with free shipping

In Vino Veritas

10% off curated wine; free personal tasting

Jean Theory *NEW

15% off designer denim

Melody Supreme

10% off new vinyl

New Dominion Bookshop

10% off new books

Quattro Tizi

15% off men's urban fashion

Rider Boot Shop

15% off luxury leather boots

Rockbridge Guitar Co.

20% off base model guitars

Shockoe Atelier

15% lux denim and personal fitting

Verdigris

20% off of one item

EXPERIENCES

The Albemarle Angler

10% off fly fishing and supplies

Monticello Wine Tours

10-15% off wine tours, private airport shuttles, and corporate transportation

Rivanna River Co.

10% off any rafting trip.

Virginia Discovery Museum

10% off children's birthday parties

LODGING

Fort Lewis Lodge

15% off stay: Thursdays through Sundays

Oakhurst Inn

10% off rooms and a \$30 Food & Beverage credit

Quirk Hotel

10% off reservations and a \$25 food credit

SERVICES

Aqua Hand Car Wash

20% off monthly membership; 10% off any drop-in service

J.W. Townsend Landscaping

10% off any landscape cleanup

Liferview Marketing and Visuals

10% off all services

HEALTH & WELLNESS

Boar's Head Resort

Discounted initiation fees for any membership

→ Continued from page 4

who believed in her friends and believed in what *Common House* could do for a community.

Two years at Kenan-Flagler flew by. After her graduation last May, and after a summer internship at a Fortune 500 company in Indianapolis, Meg began to revisit the idea of working for a smaller company. She grabbed coffee with Ben. He began discussing a position at *Common House* that hit every benchmark she was looking for in a career: working alongside an intimate team, leveraging her new degree, being exposed to new disciplines, and joining a company at an inflection point of expansion as well as being a part of that growth.

Recently, when I asked her where she foresees *Common House* being in five to ten years, she smiled, “*Everywhere*,” adding, “Really though. We’ll first be entering secondary markets in the Southeast and be a place where you have

to be a member of in order to find that sense of community we all crave.”

She went on to describe a dynamic that really hit home: As adults, it’s challenging to meet people when relocating or moving back into a town. I experienced that when coming back to C’ville as Meg did, too, in moving back to Richmond after graduation.

What *Common House* has provided to her, as it has for me, is a place of belonging; a place where you can find meaningful connections by turning to the person next to you and striking up a conversation. In that act of coming together, we can let our guard down and bring out the best in each other.

**

It’s only been a few short months since she has joined staff but Meg has already greatly impacted me. Her work ethic is infectious. She is someone who will show up early and stay late to get the job done.

And she does it with such generosity and humility that it makes me want to do better and be better in not only my work but also how I engage with the world.

In talking with her, it is clear how much we all have a ripple effect on each other. Whenever I’m at the House, I’m inspired to see those circles of connection grow and grow among staff and friends.

Characteristic to her, she perfectly sums up the beginning of her life’s ripple: the moment of impact that made Meg become who she is today:

“I like to go back to try and connect the dots. If I hadn’t done a Semester at Sea, I wouldn’t have been exposed to startups. I wouldn’t have worked for Scout where I met a mentor who inspired me to get my MBA, only to then to pursue my degree, find my way back to town and be a part of a company I love. This is a dream job... and I truly can’t believe I am here.” ∞

→ House Perks continued!

Formula *NEW

Use code “CH2019” for 20% off any class package

NUA Medical Spa

10% credit from any treatment in April and May

M3

20% off 4 & 8 class passes; \$75 first month rate

Patcha Thai

Free hot stone add-on with any massage

Posture Studio *NEW

10% off all pilates and yoga classes

Pürvelo

15% off all 5, 10, & 20 cycling class packages

Pure Barre

20% off 20 class pack; \$89 first month unlimited

Smooth Skin Laser

10% off any package for permanent hair removal

Tread Happy

20% off 5 & 10 class running and training packages

Drinks w/ Joel Cuellar

JOEL CUELLAR BEGAN SIPPING ON spirits at four years old — and he never lost that curiosity. Today he's spreading his passion for craft drinks with patience and expertise, teaching everyone lucky enough to meet him a little something about the magic in their glass. Catch Joel at *Spirits and Spirits* this Halloween.

Spirits & Spirits

Thursday, October 31st,
7-9pm

SUMMON THE SPIRITS WITH SOMMELIERS Erin and Joel this Halloween's Eve. Mix up witch's brews and elixirs fit for the ghouls.



How did you learn all that you've learned?

"There is no official training or certification for spirit sommelier, but that is essentially what I am. Besides teaching myself, I've visited distilleries and many places in Scotland, Japan, France... I also did a little bit of school, a diploma at the UK Institute of Brewing and Distilling.

The natural thing for me was to go into service. I have the knowledge for distilling brandies and whiskeys, I know a lot about wine -- actually I know about most alcoholic beverages on the planet [laughs].

Spirits are my favorite because it's an art. Making spirits is an art. Anybody can make alcohol, but good alcohol is an art. It takes a lot of skill, a lot of knowledge, and just what you have in your hands. So many times, somebody wants to make brandy and they have a great fruit - but that doesn't mean it's gonna make a great brandy.

Whiskeys and most brown spirits are probably the most popular right now - we'll start with those for *Spirits and Spirits*. Initially, we'll define the spirit, then define all the different categories and subcategories. After the basics we'll taste and sample - and through that sample, I'll tell the story of how that flavor came to be."

Is it hard as an expert to teach people who have no idea what they're doing?

"It's easy to teach people! I tell them, 'My goal for you is to understand what it is and how to appreciate it. Once you understand the spirit, you have the choice to say whether you like it or hate it! It doesn't matter, as long as you respect what it is.' Most spirits never even get that chance. That chance to be appreciated.

We are social creatures. If you see your friends drinking something that's unusual, you'll be curious and might want it -- but if you never see it, it means nothing to you. Spirits are especially challenging -- if you drink Lagavulin with no proper introduction, you taste it and it's fucking horrible. This is the truth."

Don't miss out on these monster bashes.

Halloween

Costume Bash

Thursday, September 26th
10pm-late

OUR THIRD ANNUAL HALLOWEEN PARTY is sure to be a humerus affair. Trick or Treat yo' self to a fangtastic evening of spook-tacular proportions: a wickedly awesome costume party, haunted house jams by a surprise dj, a special tarot card reader, and frighteningly good late night menu. We welcome you bring zombodie to come eat, drink, and be scary with us.

Free members and guests.



Second Saturday —Monthly DJ Dance Party—

Saturday, October 12th,
10pm-late



LET LOOSE AND KICK BACK WITH LATE night jams. Analogue Disc Jockeys are bringing the heat with some eclectic beats. Every second Saturday, they are spotlighting a different genre. For October, things are gonna get jazzy on the rooftop for a special showcase of tunes, past and present — come get your groove on until late o'clock.

Free members and guests.

To make a reservation:
concierge@commonhouse.com
(434) 566-0192