

House Hours

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

Dining Hours

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

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JULY 2019 — ISSUE NO. 8



COMMON • HOUSE
206 WEST MARKET STREET
CHARLOTTESVILLE, VA 22902



July

- THURS, 7/4 **Fourth of July: Firework Fête** 7pm
- FRI, 7/5 **Super Social** 11pm
- WED, 7/10 **Library Concert: Fruit Bats** 7:30pm
- THURS, 7/11 **Dinner with Tucker Yoder** 7pm
- THURS, 7/18 **Wines of Provence with Somm Scala** 6:30pm

Saturdays this July

Fry's Spring Beach Club

1 - 8:30pm

CH members will have access to Fry's Spring Pool located in the heart of downtown w/ musical acts in the evenings.

Guests are welcome. RSVP required for all.

Music by the Pool beginning @ 6pm

- 7/6 **Left Foot Braking**
- 7/13 **Red & the Romantics**
- 7/20 **Small Town Rodeo**
- 7/27 **The Weedaters**

- Recurring -

Music on the Rooftop

w/ rotating artists
Every Wednesday, 7-9pm

Rooftop Yoga

Every Saturday, 9-10am

Friday Night Social

w/ the Analog DJs
Every Friday, 9pm-late

@ common_house
f facebook.com/commonhouse



- Every Week -

Tasting Tuesday

5:30-7pm, Tea Room
Free revolving tasting presented by wineries, sommeliers, and retailers

Half-Off Wednesday

All Day, Dining
Half price wine bottles from the menu

No Corkage Saturday

Grab a bottle from the downstairs rack and sip away your Saturday

All events are at Common House unless otherwise noted. Visit charlottesville.commonhouse.com for updates, current menus, and hours.

must be understood

Every sentence I utter

not as an affirmation,

but as a question.

Niels Bohr

A Voice of Change: Josh Epperson

by A. Sheehan
Common House



SELDOM ARE YOUR WORLD VIEWS

expanded on a Tuesday. A rainy one at that. Yet such was my experience when sitting down to chat with Josh Epperson, a man of many talents: a writer, podcaster, co-founder of Feast RVA, and (lucky for us) a founding Member of House No. 2.

“Poverty lead me to orient to the world as a creative and curious person,” he said as we sat in Richmond’s Outpost. Rain poured yet Josh’s expression was soft and kind. Within moments of talking with him, you pick up on the depth of his character: a contemplative mind with a creative soul. “And my mom was the one who really stoked the flame within me.”

Josh was born and raised in Section 8 Housing in Fairfax, Virginia. His mother was a folk singer and amateur poet in the 60s, “a beatnik,” he said, “who possessed a strong love for rhythm, and song, and the written word.” She encouraged him to go out into the world and engage with it creatively.

Woods were adjacent to his apartment complex, and most of his childhood was spent traversing through creeks, investigating underbrush, and inventing games that cultivated his sense of curiosity and play. “When you don’t have the money for after-school programming, you rely on your imagination for entertainment.”

He soon became aware of oppressive systems we live in; the ones placed against black and brown bodies in his neighborhood. By his teenage years, he adopted a ‘can’t’ mentality, because he saw firsthand, how racism is antecedent to poverty. Among his neighbors, he saw drug abuse, and drop out, and the

barriers that created them in the first place—limited access to social and economic gain.

Education, he knew, was a pathway to opportunity. When the time came to apply for colleges, Josh, flipping through a directory of schools, knew he needed to stay in-state. VCU jumped out as it met

his two main criteria: (1) a great psych program (2) a diverse student body.

During his time there, Josh stated he still operated under a ‘can’t’ mentality: I can’t study abroad because I don’t have the money. I can’t go to that event because there’s a cost. I can’t because of...

Although he valued his education, college was disillusioning. And it wasn’t until after graduation—and after working for United then VCU’s Health System—that a switch flipped.

Josh found himself creatively inspired and teamed up with Johnny Hugel to create Feast RVA, a nonprofit benefiting community-focused pursuits.

The organization’s success was pivotal; it led him to adopt a ‘can’ mindset. He was doing what he didn’t think possible: Evading poverty by building something he was proud of, something that helped the greater good. Feast RVA is an awesome opportunity for locals to help fund creative work of emerging artists.

“It’s a dinner series,” Josh explained, “where attendees pay \$25 to gather and enjoy local food and drinks while hearing from community members who present their projects. At the end of the night, ballots are cast, and winners receive the proceeds to support their work.”

Beyond its fundraising element, Feast RVA is a great way for local talent to connect and come together to celebrate Richmond’s unique artistic character. It is rare to live in a community where, as he poignantly stated, “You can put your foot on the gas pedal and help

drive culture and change unlike places like New York where there’s not even an opportunity to put your hand on the steering wheel.”

The creative passion his mother instilled in him was re-ignited. Fueled by artistry all around him, Josh tapped

**“During meditation,
your mind settles.
Parts of yourself
shed away and
things are revealed”**

into his natural born gifts for story-telling and embarked on writing projects. He started freelancing for Richmond publications like richmond.com, GayRVA, and the now shuttered RVAnews.

He also captured his personal thoughts and theories on Medium, and started a podcast and radio show Orphaned Stories that also aired on 97.3 WRIR.

Within a year after starting Feast RVA, Josh was picked up by the international branding firm Prophet where he consulted for both small and Fortune 500 companies. Josh helped develop brand identities through engaging narratives and growth strategies while still maintaining the day-to-day needs and operations at Feast RVA.

All along this journey, Josh was invested in the contemplative practices of meditation. “During meditation, your mind settles. Parts of yourself shed away and things are revealed,” Josh stated, “You begin to access your fullest self. It’s a powerful place to be.”

Much like meditation, creative pursuits force you to slow and pay attention. You begin to see the world with curiosity, leaning in more closely to ask, “Why?” Why are things the way they are? And

what would happen if we questioned them?

Josh has written on it. By turning inward, we can see societal stories as just that. Stories. In a 2018 article, he voiced on the need for new ones. Better ones. Ones that are equitable and fair. As political and racial divisions reach a fever pitch, that need is becoming more and more urgent.

Josh believes stories define us. ‘Society,’ he writes, ‘is a story.’ And so, too, is a person’s life.” After nearly a decade with Feast RVA, Josh is passing the torch. And will be announcing the next generation of the brand very soon. After seven years with Prophet, he pursued a freelance career and has amassed a broad client base. Josh will continue writing for them, but he is also entering into new territory with a new project. “The b-word,” he puts it, “A book.”

My afternoon with Josh was a reminder of the power of narrative and choice. We get to choose the stories that we live by. It takes a dose of curiosity to start probing at ideologies that are limiting, views that no longer serve us—as he has experienced growing up—in order to rise above the cracks in our systems and enter into a society that is equitable and kind.

Josh made me realize that it isn’t utopian to envision a place where our differences are celebrated, where people and the planet can realize their fullest potential. We can do so much better. And we can do it by harnessing the strength of our collective stories and willing new ideals into action.

THIS TIME OF YEAR is the easier season to write a menu. It requires no tricks as the range of produce available between now and August speaks for itself. It is like putting a puzzle together—how can we put together the different pieces, the different ingredients in the most delicious and interesting ways? The celery salad is a prime example of this; the linguini too. Check out our these fresh dishes and our other offerings on our newest dinner menu.



↑ Linguini
calabrian chili pesto,
NC shrimp, basil



Shaved Celery Salad →
shaved carrot, poppy seed,
peach, creamy shallot dressing



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

House Recipe



↑ Thin pork chop w/ peach, cipollini, red fresno, summer squash

Thin Pork Chops

BRINE FROM THE PORK CHOP brings out a natural sweetness in pork fat as well as the natural savory flavors of the meat.

Ripe tomatoes offer acidity and moisture to the entire dish. And the salad of raw shaved squash offers a contrast and gives the dish a crunch. It is super fresh. You feel better than when you started.

Take a 6 oz. pork chop and soak it overnight in brine:

1 part salt, 1 part brown sugar, 4 parts water.

Sear it in a very hot pan on a stove top until caramelized (three minutes per side).

Take it off, let it rest for 5 minutes.

Serve with ripe tomatoes and a salad of shaved yellow squash, cipollini onions, sliced peaches, tarragon and pickled fresno chillies—adding the pickling liquid in the shallot vinaigrette dressing. If tomatoes aren't ripe, consider using peaches instead.

On Tannery Row: Leather with a History

“IF YOU HAVE SAT IN A STARBUCKS CHAIR, you have sat on Moore & Giles leather,” Marketing Director Daryl Calfee, said. Headquartered in Forest, Virginia on Tannery Row, Moore & Giles is an 86 year-old company founded on quality and service. Their all natural leathers are sustainably-sourced with a distinctive worn-in feel. And it is no accident.

When we met with Daryl to learn more about them and their story, it was clear the company’s success is a result of their congeniality and work ethic, beginning with their founder.

Donald Moore was a purchasing agent at the Craddock-Terry Shoe Corporation when the Great Depression hit. As Daryl explained, droves of layoffs followed and in 1935 Donald Moore, without a job, found an innovative solution: He sold shoe string, leather lining, and sole leather back to Craddock-Terry’s factory. Over time his grassroots operation expanded, and Moore brought on his son-in-law, W. Vernon Giles, to his team. Soon, their burgeoning company (aptly named Moore & Giles) began to branch out beyond shoe manufacturing into residential, commercial, aviation, and automotive industries.

When stepping foot into their warehouse center, the broad scope of leather’s utility became transparent. Daryl waved us in, “Welcome,” and I was immediately transfixed by the space. Stretching the length of a football field, labyrinthine rows hold four million square feet of hides with a gorgeous

range of colors and textures: embossed scotch grain, herringbone, ocean blue, satin suede, feather grey, Mojave Moroccan lace, and woolen fur hides. He proceeded: “Let me show you around.”

We were greeted by a friendly team busy at work, operating machinery and walking with leather swatches, clipboards, and tools in tow. During our brief meet-and-greets, you got the sense of how tight-knit everyone was and the passionate they had for what they were doing. It was inspiring to observe. We were ushered down a long aisle that had a thick beam with stacks of hides draped over top.

“Leather tanning is one of the world’s oldest practices,” Daryl shared as we walked, “And one of the most sustainable ones too. What would go to waste from the meat industry is converted into a luxury material.” We then stopped at a stack of teal Mont Blanc hides. “We value the uniqueness of each hide and preserve the cow’s natural characteristics.”

Even amongst the hides in the collection we were looking at, you could see a difference in size and thickness; color and cut. Individuality is valued over uniformity, which was refreshing to see. Daryl pointed to beautiful striations, “From a designer’s perspective, the most desirable hides are the ones where the lines from the backbone are visible. It lays nicely along seams and edges.”

And I could see why. There was something stunning about the way the delicate lines fanned out into primal patterns, almost like an abstract painting. He then took the edge of his thumbnail and ran it across the hide, causing a knee-jerk reaction from us. Laughing, he rubbed the mark away explaining how Moore & Giles leathers don’t get scuffed up because they’re dyed all the way through. And natural sealants are used during their tanning process too.

Across the warehouse were two big wooden drums—resembling wine barrels—where pelts are cut, washed, pressed, and dried. Daryl told us after hides are shaved and split, the inner half is used as suede and the exterior portion is used as leather. Once soaked in organic materials like vegetable tannins, hides are dyed, and dried, and rolled with natural waxes that act as protective sealants but also give leather (and suede) its rich color and texture.

Next to the wash barrels were hides, air-drying. They were buttery smooth to the touch. They had the sort of softness your great-grandfather’s messenger bag might have. When that analogy was expressed, Daryl said, “That’s exactly the idea.” He mentioned how Moore & Giles pieces are meant to be passed down

generation after generation. They are meant to be heirloom.

Their leathers endure the test of time, and in fact ripen with age, because they’re carefully selected and sourced from some of the finest tanneries in the world: in Italy, Spain, New Zealand, Singapore, among many others. And that all began in 1966 when Donald Moore’s grandson Don Jr. joined the company.

Visiting an old tannery in Spain, Don stumbled upon hides unlike any others he had previously encountered. They were patinated with a lovely velvety texture. At that point, the company was beginning to transition away from commodity-based leathers into ones with natural tonnages and finishes. Although he knew the hides would be harder and more labor intensive to work with, Don also knew they would put Moore & Giles on the map.

“When Don sent them to a manufacturer, he was told it wasn’t going to work,” Daryl said, “and yet he persisted.” Eventually, Don landed an order with Ralph Lauren that changed the face of the already preeminent company. An astounding 500, 000 feet of saddlehorn leather was purchased. To this day, saddlehorn remains one of Moore & Giles most popular leathers.

That bulk order set the stage for Moore & Giles to engage with leather in new ways. About a decade ago, the company broke into handbags and accessories, which is now one of their most robust departments. To keep up with higher and higher demand, the Moore & Giles family has grown from a small mom-and-pop company into an internationally sought-after enterprise, capturing the attention of heavy-weights like Starbucks, Pottery Barn, and Restoration

Hardware who source their leather for in-store furniture.

Yet the spirit of craftsmanship and humility remains at the heart of their company. It is evident when touring their space. Every worker we passed by stopped what they were doing and extended their hand to say, “Hello, how are you?” Because leather is an honest product that requires honest hard work, that is translated into their culture.

Daryl sums up it: “Who I work with,

and what we produce, is homegrown and sincere. Leather tanning has been around for millennia but we always are evolving and trying to improve our processes to hold ourselves to a higher, ecologically-responsible standard. And there is something satisfying—something special in that.”



↑ Marketing Director Daryl Calfee

Bag Share Program

Take the perfect partner for a weekend getaway. Introducing Charlie: A Brompton Brown travel bag made from Moore & Giles natural leather. Its generous interior has expandable sides that make packing easy. For up to eight days, take Charlie for a test-drive snapping a pic (#wherehascharliegone) to share where you both went. If you can’t bear to part, no sweat – Members receive 25% off of the new Weekend Bag and adventure on. For more info, drop us a line: conciierge@commonhouse.com or reach out (434) 566-0192.

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
- Melody Supreme**
10% off new vinyl
- New Dominion Bookshop**
10% off new books
- Quattro Tizi *NEW**
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

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 (the password is "206member").

EXPERIENCES

- The Albemarle Angler**
10% off fly fishing and supplies
- Monticello Wine Tours *NEW**
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 *NEW**
10% off all services

HEALTH & WELLNESS

- Boar's Head Resort**
Discounted initiation fees for any membership
- Formula *NEW**
Use code "CH2019" for 20% off any class package
- NUA Medical Spa *NEW**
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

PROGRAMS TO NOTE

Fry's Spring Beach Club

Every Saturday

LOCATED IN THE HEART OF TOWN, Fry's Spring Beach Club is a beautiful summertime resort with historic charm. Every Saturday through the month of July, kick back, relax, swim, and check out one of their poolside concerts.

Pool Hours 1-8:30pm
RSVP Required

- Music at 6pm**
- July 6 - Left Foot Braking
- July 13 - Red & the Romantics
- July 20 - Small Town Rodeo
- July 27 - The Weedeaters



Summer Partnerships

- Albemarle Angler:** Cast a line and relax. Enjoy fishing lessons and floating excursions. You're bound to get hooked.
- Rivanna River Co.:** Grab a paddle and venture around the river bend. Tube, canoe, or kayak with your people and your kiddos.
- Three Ridges Wilderness:** Breathe in fresh mountain air in Washington National Forest. Take a day or overnight trip. Welcome to novice and seasoned hikers.
- Central Virginia Sporting Clays:** Learn the skills behind fowl and small game shooting. Ages 12+

RICHMOND

Richmond Update

THIS SUMMER, WE LAUNCHED SOME MEETUPS with RVA members who've joined the family. To kick things off, Kelli Lemon of Urban Hang Suite graciously opened her doors where we got hang out, show renderings of House No.2, and sip on Belle Isle Moonshine cocktails—it was a deliciously good time!

Being the new kids on the block, we also got to introduce ourselves to our new neighbors and give them a tour of the building, hardhat-style. (New fashion trend, anyone?) And this fall we're excited to announce a full program schedule for Richmond, which will be open to all members.

Stay in the loop: @commonhousesva