

## Stoneyman Valley Ranch, LLC



Tom & Dianne Hirsch are from Northern Virginia and were looking for a place to retire when they bought the property in Luray. Shortly thereafter, the Hirschs were transferred to Texas, but Dianne has wanted to live in the area since she was a little girl and Tom knows the value of “happy wife, happy life.”

They made the decision to convert the property into a wedding venue when their son and future daughter-in-law asked to get married on the property and they realized what a great fit it was for those sort of events. They are building a rustic barn with chandeliers, stunning views, and picturesque places for photographs. The event barn will be climate controlled to suit any wedding.

The Hirschs hope to open for the 2018 wedding season and sincerely appreciate the community’s support as they continue to bring this plan to fruition. They are looking forward to strengthening their relationships with the local business industry, particularly the wedding industry. Contact them at (703) 380-2211 to welcome them to the area and to congratulate them on their new venture.

## Subsidium, Inc.

Subsidium, Inc. is a HUBZone company in the Town of Luray predominately serving the federal government at this point. They are an IT service provider looking to expand to smaller companies by providing Human Resources and recruiting services. For over 15 years, they have been “a global provider of engineering, systems integration, technical, and programmatic services to both government and commercial entities.”



In mid-January, Subsidium consolidated their offices to create a new corporate headquarters in a newer, larger building in Luray. As a HUBZone company, Subsidium is truly trying to live up to the spirit of the HUBZone by centralizing their offices, hiring locally, and giving back to the community. They have partnered with Lord Fairfax Community College and James Madison University to hire veterans and graduates. Their office is located at 1230 East Main Street in Luray. Contact them at (540) 842-2556 or [chris.clark@subsidium.us](mailto:chris.clark@subsidium.us).

## Member Spotlight on...

### Yancey, Bowman & Helsley CPAS, PLLC



Yancey, Bowman & Helsley are certified accountants who work with individuals, non-profits, and businesses through preparation of tax returns, estates trusts, bookkeeping, financial statements, payroll, and compilation and review services. Their goal is “to give our clients a peace of mind by providing an assortment of services.”

Tax services include corporations, estates, employee benefit plans, exempt organizations, individual, partnerships, s-corporations, and trusts. The staff attends annual continual education classes to keep up with the ever-changing tax laws. Their retirement plan services include a full range of administrative services (including: planning, preparation, and administration/coordination with client’s individual accounting, financial, and legal advisors) and advising for clients who plans have fallen out of compliance. Their accounting services range from compilations to estate planning, investigating account records, personal financial statements, and reviews for businesses, individuals, and non-profits. Additionally, their staff “represents clients before the IRS and state tax departments resolving tax notices regarding all matters including audits and payroll disputes.”

Made up of 3 partners, Daniel Bowman, Amy Helsley, and Richard Yancey, and a staff of 9 others with various levels of education, different backgrounds and skill sets, their team is ready to assist clients in any way. Located at 136 General Drive, Suite 100, in Luray, you can find or contact them for more information at <http://ybhcpas.com/>, (540) 860-0632, or [mkmiller@ybhcpas.com](mailto:mkmiller@ybhcpas.com).

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## Luray-Page County Chamber of Commerce & Visitor Center

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[www.visitluraypage.com](http://www.visitluraypage.com) [www.cabincapital.com](http://www.cabincapital.com)

## April 2017 Newsletter

The Luray-Page County Chamber of Commerce proudly serves the needs of the local business community and promotes tourism to our special community in the heart of Virginia’s Shenandoah Valley. Our mission is to “serve our members by enhancing business and tourism throughout the entire county” and our vision is to “be the organization where our business community turns for leadership and business resources.”

## Chamber Events

### Friday, March 31<sup>st</sup>, 1:30-3:30 PM & Saturday, April 1<sup>st</sup>, 8:00-11:00 AM

**Job Fair & Non-Profit Expo.** The Job Fair & Non-Profit Expo is FREE and will be running two days this year! Held at Luray High School, Friday’s event is geared toward high school sophomores, juniors, and seniors and Saturday’s event is open to the community. With over 40 anticipated employers from various industries and non-profits looking for volunteers, this is a worthwhile event for the entire community. Companies are looking to fill full-time, part-time, seasonal, internships, and apprentice positions, so candidates of all ages, experience levels, and industries are encouraged to attend. Contact Priscilla at (540) 743-3915 or [priscilla.montcalm@luraypage.com](mailto:priscilla.montcalm@luraypage.com) for more information.

### Tuesday, April 11<sup>th</sup>, 12:30-1:00 PM

**Tourism Tuesday** will feature Pat O’Brien and Morgan Housden of the Town of Luray Parks & Recreation Department. If you are interested in being a guest, contact Katie at [katie.long@luraypage.com](mailto:katie.long@luraypage.com).

### Thursday, April 13<sup>th</sup>, 7:30-9:00 AM

**Business Networking Breakfast: Attractions.** A meet up of the local attractions, this breakfast is the perfect opportunity for networking and to discuss opportunities for collaboration. This breakfast will help the Chamber staff identify and address the needs of these businesses. Join us at the Mimslyn Inn for a Dutch-treat breakfast. So, come for coffee, a full meal, or just the conversation. RSVP to [events@luraypage.com](mailto:events@luraypage.com) by Monday, April 10th to ensure adequate seating. Walk-ins are welcomed.

### Thursday, April 20<sup>th</sup>, 5:30-7:00 PM

**Business After Hours** is hosted by the Hotel Laurance with co-host the Luray Pottery Lady. Bring your business cards to be entered for door prizes, including the big end-of-year drawing.

### Saturday, April 22<sup>nd</sup>, 8:00 AM-1:00 PM

**Spring Community Yard Sale.** Held at the Luray High School, vendors are \$10.00/space and set-up begins at 6:00 AM to ensure that everything is ready to open for shopping at 7:45 AM. We still have spaces left for this large yearly event; interested persons are directed to contact Hannah and/or Kelly at the Chamber at [hannah.clark@luraypage.com](mailto:hannah.clark@luraypage.com) or [kelly.zitzer@luraypage.com](mailto:kelly.zitzer@luraypage.com). We’ve already booked a variety of vendors including: Thirty-One, Avon, Mary Kay, Pouty Perfection, LuLaRoe, and Paparazzi Jewelry. And items including: exercise equipment, household items, books, clothing, candles, purses, and more!

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## New Member Highlights

### Birdsong Pleasure Garden



Owned and operated by the Macks, the Birdsong Pleasure Garden was originally just a regular, unadorned plot of land with an empty lawn and a small apple, peach, and pear orchard. Through years of work and love, the Macks have transformed it onto what they say is “a park, an animal habitat, a bird sanctuary, a Pleasure Garden.”

The name “Pleasure Garden” stems from the 18<sup>th</sup> and 19<sup>th</sup> century “amusement parks” in Georgian England, which provided visitors with an escape from the city. Historically these gardens offered “a variety of picturesque gardens, strolling paths, musical concerts, al fresco dining, waterfalls, fountain displays, dancing, and even firework shows.” Similarly, Luray’s Birdsong Pleasure Gardens include multiple conversational areas between the gardens and woodland paths, which encourage easy, leisurely strolls and relaxation for guests just wanting to sit and listen to the birds.

The themed garden areas include “perennial gardens, veggie garden, and orchards...the herb garden, an allee’, a bonsai garden, evergreen tree display, hemerocallis gardens, ponds, and cooling water features.” Offering an hour-long guided tour with time afterwards to wander about freely and on your own accord, these gardens are open year-round and only require a phone call before your visit. Visit their website, [www.birdsongpleasuregarden.info](http://www.birdsongpleasuregarden.info) for more information on the seasonal blooms, garden set-up, and more. Located at 196 Long Fort Road in Luray, contact them at (540) 743-9389 or [birdsongpleasuregarden@gmail.com](mailto:birdsongpleasuregarden@gmail.com) for your tour.

### Brenwood Lake Weddings

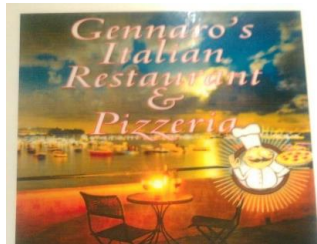
Brenwood Cabin Rentals is extending their business to include Brenwood Lake Weddings. A dream of Lynwood Moyer for many years, the Moyers have decided to put their dreams and plans into action. Mr. Moyer wanted to build a log venue for people to get married at while enjoying the beautiful scenery.



With plans to open and begin hosting weddings this June, the venue will be available for events up to 200 people and they anticipate being open for more than just weddings as they will be offering their location for special events such as family reunions as well. Their features include: tables and chairs, a catering kitchen, gazebo, dressing room with private bathroom, electric stone fireplace, cathedral ceilings, parking, and public restrooms. With the front facing the lake, the location is a beautiful backdrop for pictures! Additionally, built with central heat and air conditioning, they will be one of the few venues in the county that will be open for weddings year-round.

The Moyers say they are looking forward to working closely with other wedding professionals in the area and building their relationships with these amazing local businesses. Anyone looking for a place for their next event is welcome to check out their website [www.brenwoodcabins.com/brenwood-lake-weddings](http://www.brenwoodcabins.com/brenwood-lake-weddings) or contact them at (540) 778-3644 or [brenwoodcabins1@embarqmail.com](mailto:brenwoodcabins1@embarqmail.com).

### Gennaro’s Italian Restaurant



Gennaro’s Italian Restaurant in Luray has just celebrated 5 years of business! Providing a wide variety of delicious Italian cuisine, including pizzas, pastas, subs, salads, desserts, and more, the owners and staff at Gennaro’s credits their continued success to the dedication and devotion of their local customers.

Owner Gennaro Pruto has an extensive background in Italian cooking in and around the Shenandoah Valley. Gennaro’s recipes are straight from his mom, Angelina, who brought them from Italy, where his original passion for the business was fostered. Gennaro’s experience includes multiple years owning and operating Giuseppe’s, working for Anthony’s Pizza, opening and operating Gerro’s

Pizza in Winchester, opening and operating Dominico’s, before opening Gennaro’s in the old Tastee Freeze building.

Anyone looking for good Italian food in Luray can choose between eating-in, carrying-out, and the convenience of delivery. Find them at 402 West Main Street in Luray, right across from the Mimslyn Inn. Check them out online at [www.facebook.com/Gennaros-Italian-Resturant-249183825126557](http://www.facebook.com/Gennaros-Italian-Resturant-249183825126557) or call them at (540) 743-2200.

### Hawksbill Brewing Company

The Town of Luray’s and County of Page’s first brewery, Hawksbill Brewing Company is the brain child of Jim Turner, David Sours, and Kevin Crisler. With each of the three representing a different area of expertise/skill set, Jim is the finance and marketing person, David is the operations manager, and Kevin is the brewer, they are all set to open on Friday, May 12<sup>th</sup>.

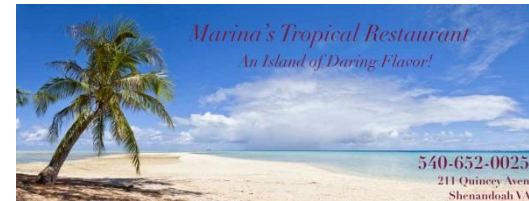
Jim Turner says they’ve been “Working on the idea in some form or another since 2013, basically since craft brewing became a trend.” They were originally going to have a farm brewery, but when the Zerkel Street building became available in 2016 they knew it was the perfect location. Their partnership with Public House Produce and Hawksbill Hop Yards includes an acre of hops grown in Luray, which fostered their motto “Grown Here – Brewed Here.”

As of now, they plan to have four beers on tap at opening: The Haymaker - a cream ale, refreshingly hopped and lower alcohol; Hooray for Luray IPA - a custom recipe that features Luray-grown hops when they're available; Farmer's Brown - a malt-forward style with lower hops flavors; and Shenandoah Sunrise Porter - this one was named after an early morning brewing experience on the farm. Additionally, they plan to have occasional seasonals and rotating trial beers as they develop recipes, which will utilize customer feedback to choose the regular line-up. A lot of hard work has gone into building this business since mid-2015 and they thank the business and local community for all the support and assistance in making this dream a reality. Join them for their opening and ribbon-cutting on May 12<sup>th</sup> at 4:00 PM at 22 Zerkel Street in Luray or check them out anytime at [www.facebook.com/HawksbillBrewingCompany](http://www.facebook.com/HawksbillBrewingCompany).



### Marina’s Tropical Restaurant

The dream of Flor Pruto, Marina’s Tropical Restaurant is bringing food from the Dominican Republic to the Town of Shenandoah. Flor says that she recently traveled to visit her mother for vacation and to celebrate her mother’s 80<sup>th</sup> birthday in September and while she was away she came up with the idea to create the restaurant. Her desire to share the food and culture of her homeland with the valley fueled her passion to open the restaurant.



She says her favorite menu item is the Dominican-Style Pork Sausage as it is her mother’s personal recipe and reminds her of her days as a little girl cooking alongside her mother in the kitchen. Furthermore, the restaurant was named after her mother, Marina, and every dish on the menu was taught to Flor in her childhood kitchen. As of now, she says the customer favorites are the exotic fruit smoothies, the roasted pulled pork, steak & onions, and the sweet plantains.

Their weekly date nights every Thursday offer a special for 2 for only \$25.00. Their daily lunch and dinner specials include: 2-piece Fried Chicken, Pulled Pork BBQ Sandwiches with 2 sides, Surf-n-Turf, BBQ Pork Ribs, Fish & Chips, and assorted sides. A truly special and one-of-a-kind flavor in the Shenandoah Valley, Flor says she’s bringing “a little taste of paradise” to the area. Stop by and check them out at 211 Quincy Avenue in Shenandoah, see them online at [www.facebook.com/Marinas-Tropical-Restaurant-864852120321438](http://www.facebook.com/Marinas-Tropical-Restaurant-864852120321438) or contact them at (540) 652-0025.

### Rancho Viejo Mexican Restaurant

Rancho Viejo in Luray is a restaurant providing “A quick stop at Mexican Tradition.” Located at 709 East Main Street in Luray, Rancho is open 7 days a week offering a variety of burritos, tacos, enchiladas, taquitos, salads, and more.

One of several businesses in the Shenandoah Valley and surrounding areas, these businesses came about when Pablo Aguirre left his family behind to come to the US in the 80s. After working in the strawberry fields in California, Pablo moved with his family to Virginia and opened El Puerto in Blacksburg in 1990, which was named after his hometown in Jalisco Mexico. Following that, El Puerto in Waynesboro was opened in 1999, followed by El Gran Puerto in Stuarts Draft, and then Rancho Viejo in Luray.

Utilizing family recipes, fresh ingredients, and great customer service, they bring “to your plate the result of many years of flavor, experience, and the tradition of a taste that so many describe as the best of Luray.” Visit them in person to see for yourself, check them out online at [www.ranchoviejova.com](http://www.ranchoviejova.com), or contact them at (540) 743-3775.





**Staff:**

**Gina Hilliard**, President  
**Katie Long**, Communications & Marketing Coordinator  
**Priscilla Montcalm**, Membership Development & Investment Coordinator  
**Kelly Zitzer**, Chamber & Tourism Assistant  
**Hannah Clark**, Chamber & Tourism Assistant  
**Bobby Jenkins**, Chamber & Tourism Assistant

**Volunteers:**

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**Mary Lee Bryant**  
**Jerry Griffin**

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**Terry Martin**, Vice-Chair of the Board – Andersen Corporation  
**Stephanie Lillard**, Secretary of the Board – County of Page  
**Bill Schumacher**, Treasurer of the Board – Fort Valley Ranch

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**Kim Blosser** – Lord Fairfax Community College  
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**Jared Burner** – Skyline Premium Meats  
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**John Shaffer**, Chairman of the Tourism Division – Luray Caverns

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**Garnett Brockman** – Page County Farm Bureau Federation  
**Zory Glaser** – Cardinal Cottage Vacation Cabin Rental  
**Mike Uram** – Town of Stanley Town Council  
**Carrington Thompson** – 105-7 Radio Station  
**Juanita Roudabush** – Town of Shenandoah  
**Vickie Young** – Farmers & Merchants Bank  
**Juanita Woodward** – Blue Ridge Bank  
**Paula Kibler** – Edward Jones

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**Jim Sims**, The Mimslyn Inn  
*Lodging:*  
**Bill Schumacher**, Fort Valley Ranch – Vice-Chairman  
**Lisa Franceschini**, Luray Mountain Cabins  
**Zory Glaser**, Cardinal Cottage  
*Attractions:*  
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**CeCe Castle**, Brookside – Secretary  
**Darrell Hulver**, Page Co-Op Farm Bureau  
  
**Stephanie Lillard**, County of Page  
**Sally Hurlbert**, Shenandoah National Park

**Advertising in Our Newsletter**

The Luray-Page Chamber of Commerce is offering all members the opportunity to advertise your events in our newsletter. The newsletter will be sent out to our 400+ members in addition to state and local government officials. If you are interested in advertising, there are three main options:

- 1) You design and print your 8 ½” x 11” flyers and bring them to us to stuff in this newsletter. We handle the stuffing and mailing and all you pay is \$25.00.
- 2) You design your 8 ½” x 11” flyer and email it to us. We cover printing, stuffing, and mailing your flyers through the Luray Copy Service. Black and white flyers are \$60.00 for a single-sided sheet or \$75.00 for a 2-sided sheet. These options include the \$25.00 fee from option #1 for the stuffing and mailing as well as the printing costs associated with each!
- 3) You design your 8 ½” x 11” flyer and email it to us. We cover printing, stuffing, and mailing your flyers. Color copies are \$270.00 for a single-sided sheet or \$390.00 for a 2-sided sheet. These options include the \$25.00 fee from option #1 for the stuffing and mailing as well as the printing costs associated with each!
- 4) You coordinate with Page Marketing Solutions to create 500 (~400 for the mailing and 100 extra for pick-up at the Chamber) 8.5x11 1 or 2-sided flyers for \$320.00. Printed unfolded on bright white 80# glass stock with a medium-gloss aqueous coating. Price includes three hours of graphic design using the client’s guidance plus client’s high-resolution photos, logos, etc. and shipping to the Chamber via UPS Ground. Additional graphic design hours and quantities available. This includes the \$25.00 fee from option #1 for the stuffing and mailing as well as the printing costs associated with each!
- 5) You design a small advertisement that will be included in the body of the newsletter itself. All ads will be in black and white, ½ page ads are \$20.00, ¼ page ads are \$15.00, and 1/8 page ads are \$10.00; availability is a first-come-first serve basis. Call Katie at the Chamber, (540) 743-3915, for sizing availability.

Deadline for submissions is the 15<sup>th</sup> of the month prior to the newsletter release. For instance, the next newsletter will be released before the 1<sup>st</sup> of May, so all ads must be submitted to Katie Long at [katie.long@luraypage.com](mailto:katie.long@luraypage.com) by April 15<sup>th</sup>. Contact Katie, if you are interested in any of the advertising options above, for a current member count.

**Member Benefits**

**Refer a New Member** – Get \$50.00 off your next membership renewal fee when you refer someone for their Chamber membership. The new member must identify you as their referral when filling out their member application. New members must not have held a Chamber membership with us within the last three years. (A current member can refer more than one new member and get additional \$50.00 discounts. A current member cannot take credit for the same new member more than once.)

**Member to Member Discount Program** – This program is strictly between Chamber members. We encourage members to do business with other Chamber members. As an incentive, many local businesses offer discounts to Chamber members. Take advantage of these great opportunities and say “thank you” for supporting the Luray-Page County Chamber of Commerce. To view a complete list of these offers, visit [luraypage.chambermaster.com/membertomember](http://luraypage.chambermaster.com/membertomember). If you are interested in updating your discount or offering a new discount, contact Priscilla at the Chamber, (540) 743-3915.

**Chamber Hot Deals** – By using Hot Deals through ChamberMaster, you are able to take advantage of the over 50,000 annual Chamber website visits. Hot Deals’ participants have a special listing on the Hot Deals’ webpage of the website. Chamber members, the community, and visitors have the ability, 24/7, to click on your Hot Deals, print them, or email them to a friend to expand your potential reach. Your Hot Deals can be shared on Facebook and Twitter too! This is free, interactive advertising. Hot Deals can help you generate business by encouraging people to visit your place of business to redeem the offer! For a complete list of Hot Deals offered today, visit [luraypage.chambermaster.com/hotdeals](http://luraypage.chambermaster.com/hotdeals). If you would like to offer your own Hot Deals, please send your information to Priscilla at [priscilla.montcalm@luraypage.com](mailto:priscilla.montcalm@luraypage.com); include a description of the deal and the dates the deal is valid.

**Job Postings** – Do you struggle to get your “Help Wanted” needs out to the public? We can help! Our benefits include the ability for you to advertise your job availabilities for free on our website. Find the “Job Opportunity” section of the site under the “About Luray & Page County” heading. We want to help you find employees, so contact Priscilla at [priscilla.montcalm@luraypage.com](mailto:priscilla.montcalm@luraypage.com) to add your job opportunities online.



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of the  
**Blue Ridge Heritage Project**  
at  
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Stanley, Virginia  
  
April 8, 2017  
  
11 am

<b>Help Us Welcome Our New Members:</b> 	<b>Birdsong Pleasure Garden</b> 196 Long Fort Road Luray, VA 22835 (540) 743-9389 <a href="mailto:birdsongpleasuregarden@gmail.com">birdsongpleasuregarden@gmail.com</a>	<b>Brenwood Lake Weddings</b> 339 Log Cabin Drive Stanley, VA 22851 (540) 778-3644 <a href="mailto:brenwoodcabins1@embarqmail.com">brenwoodcabins1@embarqmail.com</a>	<b>Gennaro’s Italian Restaurant</b> 402 West Main Street Luray, VA 22835 (540) 743-2200	<b>Hawksbill Brewing Company</b> 111 West Masonic View Avenue Alexandria, VA 22301 (540) 743-9389 <a href="mailto:hawksbillhops@gmail.com">hawksbillhops@gmail.com</a>
	<b>Marina’s Tropical Restaurant</b> 211 Quincy Avenue Shenandoah, VA 22849 (540) 652-0025	<b>Rancho Viejo Mexican Restaurant</b> 709 East Main Street Luray, VA 22835 (540) 743-3775 <a href="mailto:jesus12_84@hotmail.com">jesus12_84@hotmail.com</a>	<b>Stoneyman Valley Ranch, LLC</b> 25398 Ramrock Drive Porter, TX 77365 (703) 380-2211	<b>Subsidium, Inc.</b> 1230 East Main Street Luray, VA 22835 (540) 842-2556 <a href="mailto:chris.clark@subsidium.us">chris.clark@subsidium.us</a>



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**Luray's Chicken Chow Down** on **MAY 19, 2017**



**For tickets or more information** please contact:

Meredith Dees at The Luray Downtown Initiative  
at **[luraydowntown@gmail](mailto:luraydowntown@gmail.com)** or **540-743-7700**

or purchase your ticket at the Luray-Page County Chamber of Commerce.

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