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Gina Hilliard, President

Katie Long, Communications & Marketing Coordinator Penny Griffith, Office & Events Administrator Clancev Arnold, Membership Development & Investment Administrator

**Edie Emmons.** Chamber & Tourism Assistant

#### **Volunteers:**

James Housden **Vaunice Conway Mary Lee Bryant** Jerry Griffin

#### **Board of Directors:**

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#### **Board Members:**

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#### **Chamber Ambassadors:**

Carrington Thompson – Hayden Hamilton Media Strategies

Becky George – Gathering Grounds and Patisserie & Café **Zory Glaser** – Cardinal Cottage Vacation Cabin Rental Garnett Brockman – Page County Farm Bureau Federation/Insurance

Mike Uram – Stanley Town Council & Patron Juanita Roudabush – Town of Shenandoah **Kris Garrett** – Integrated Bodyworks, Inc. Juanita Woodward – Blue Ridge Bank Casey Tanner – CBM Mortgage, Inc. **Dave Bull** – Patron

#### **Tourism Council:**

Restaurants:

**CeCe Castle**, Secretary – Brookside **Jim Sims** – The Mimslyn Inn

#### Lodging:

Bill Schumacher, Vice-Chairman – Fort Valley Ranch Lisa Franceschini – Luray Mountain Cabins **Zorv Glaser** – Cardinal Cottage

#### Attractions:

Nancy Sottosanti, Treasurer – Shenandoah River Outfitters **John Shaffer**, Chairman – Luray Caverns

#### Services:

**Darrell Hulver** – Page Co-Op Farm Bureau **Helen Morton** – Delaware North

**Liz Lewis** – Page County Economic Development & Tourism Sally Hurlbert – Shenandoah National Park

#### Help Us Welcome **Our New Members:**



#### **Appalachian Outfitters**

2 West Main Street Luray, VA 22835 (540) 743-7400

aoaluray@gmail.com www.appalachianoutfittersluray.com

#### **Mama's Treasures**

8533 Tuttle Road Springfield, VA 22152 (540) 743-1352 reindeargirl@gmail.com www.facebook.com/ mamastreasuresantiqueshor

#### Signs R Us

704 South Third Street Shenandoah, VA 22849 (540) 908-9304 signsrus16@gmail.com www.signsruspro.com

#### Member Spotlight On... **Standout Arts**



Standout Arts "provides full-service, custom, responsive, professional website design and web development, consulting, branding, graphic design, traditional and social media marketing, digital advertising including email marketing, commercial photography including drone aerial photography and videos, illustrations, media management, copywriting and campaign development...even freehand artwork and turn-key printing STANDOUT ARTS, LLC management." Located in Waynesboro, VA, Standout Arts does a lot of work with local businesses and organizations in Page County, including L-PCCC and the Town of Luray.

Standout Arts' websites are responsive, fully-customized, and full-featured. They have no on-going fees and can work with your budget through block hour purchase, monthly retainers, and flat-fees. The staff is known for being responsive, prompt, and efficient to ensure deadlines are kept and met to keep their clients on track. Offering consultations and free, no-obligation proposals "customized to your needs and goals," their website, www.standoutarts.com, has basic information on starting prices and information on their services. Contact the owner, Shannon Sankar, and her team at admin@standoutartsmail.com or (540) 300-1278.



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

18 Campbell Street, Luray, VA 22835 Phone: (540) 743-3915 • Fax: (540) 743-3944 www.visitluraypage.com www.cabincapital.com

#### **April 2018 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, April 6<sup>th</sup>, 10:00 AM

Signs R Us Grand Opening & Ribbon-Cutting. Help welcome this new business to the Town of Shenandoah with an Open House from 10:00 AM-5:00 PM! Join the Chamber, Town, and County for a Ribbon-Cutting and light refreshments celebrating Signs R Us at 704 South Third Street in Shenandoah. Make a purchase or place an order on opening day and receive 10% off and 20% off select items. Please let Gina, gina.hilliard@luraypage.com, know if you are attending by Monday, April 2<sup>nd</sup>.

#### Wednesday, April 11<sup>th</sup>, 10:00 AM

Appalachian Outfitters Ribbon-Cutting. Appalachian Outfitters, formerly known as Appalachian Outdoors Adventures, has a new owner! Join the Town of Luray, County, and Chamber in celebrating the new ownership with a ribbon-cutting and a 10% discount for Chamber members. Located at 2 West Main Street in Luray, RSVP your attendance to Gina at gina.hilliard@luraypage.com by Friday, April 6<sup>th</sup>.

#### Thursday, April 12<sup>th</sup>, 4:00-6:00 PM

Young Professionals. A new networking group to the Luray-Page County Chamber of Commerce, this group is geared towards young professionals (ages 21-39) in the Luray-Page business community. We're trying to gauge the interest in growing these specialized networking groups by hosting three meet-ups during the 2018 year: April 12<sup>th</sup>, August 9<sup>th</sup>, and December 13<sup>th</sup>. This month will be hosted at Hawksbill Brewing Company. RSVP by Tuesday, April 10<sup>th</sup> to events@luraypage.com or (540) 743-3915 to ensure adequate seating and with any questions.

#### Tuesday, April 17<sup>th</sup>, 12:30-1:00 PM

Tourism Tuesday will feature Katie Long, Communications & Marketing Coordinator from the Luray-Page County Chamber of Commerce, as she discusses the new website, what you can find, how it came to be, and more. If you are interested in being a guest, contact Penny at penny.griffith@luraypage.com.

#### Wednesday, April 18<sup>th</sup>, 11:00 AM

Camino Real Ribbon-Cutting. A newly-opened Mexican restaurant at 1599 US Highway 340 Business in Luray, join the Town, County, and Chamber in celebrating this new business and the continuing growth around the county. Meet the owners, check out the menu, enjoy \$5 bar specials, taco and daily lunch specials, and discounts for Police and First Responders; please let Gina, gina.hilliard@luraypage.com, know if you are attending by Friday, April 13<sup>th</sup>.

#### Thursday, April 19<sup>th</sup>, 5:30-7:00 PM

Business After Hours is hosted by the Town of Stanley at the Hawksbill Recreation Park. Come enjoy light refreshments, networking, and getting to know the Town Council, employees, and more. Don't forget your business cards!

#### Wednesday, April 25<sup>th</sup>, 10:00 AM

ALCOVA Mortgage Ribbon-Cutting. Come meet and congratulate Leslie Currle as she brings ALCOVA Mortgage to Luray, VA at 1 Painter Street. The Town, County, and Chamber will be celebrating this newest Luray business; RSVP to Gina at gina.hilliard@luraypage.com by Friday, April 20<sup>th</sup>.

#### **New Member Highlights**

#### **Appalachian Outfitters**



Appalachian Outdoors Adventures was recently purchased by Gigi and Jack Foster and transformed into Appalachian Outdoors. Gigi had worked under the previous owners, Gary & Linda Drum, and fell in love with the Town of Luray and the clientele that came through the doors. An Elkton resident, Gigi has been coming to Luray for many years, eating at Gathering Grounds, and shopping at AOA before she began working there. She knew the previous owners were looking to sell the business and knew what a good fit it was for her, so the Fosters jumped on the opportunity.

Appalachian Outfitters will have the same inventory customers have come to know and love with some additional products including: Ahnu shoes, Crocs, and Osprey backpacks. They will be expanding their shoe department overall, continuing their current lines of animal/pet products, will have a fuller line of hard goods for hikers, and more. Appalachian Outfitters looks to act as an information center for outdoor recreation in Page County by referring their partners on the river, for rock climbing, and for mountain bike trails. They are partnering with fishing guides and outfitters along the Shenandoah River, WILD GUYde Adventures for rock climbing, and more.

Appalachian Outfitters is open daily from 10:00 AM-6:00 PM on weekdays and, beginning in May, from 9:00 AM-7:00 PM on Friday and Saturday and Noon-7:00 PM on Sunday. Gigi, Jack, and the staff at Appalachian Outfitters are excited to be a part of the community and are offering a 10% discount to Chamber members. Be a part of their ribbon-cutting ceremony on April 11th at 10:00 AM, visit them at 2 West Main Street in Luray, contact them at aoaluray@gmail.com or (540) 743-7400, and check them out online at www.appalachianoutfittersluray.com.

#### Mama's Treasures

Mama's Treasures is a unique elegant antique shop located in downtown Luray. If you're into antiques, you have to check out this local gem. Rather than searching through a crowded space trying to find a one-of-a-kind steal at a good price, Mama's Treasures displays their dinnerware and glassware, vintage jewelry and clothes, shoes, and more on their shelves and as place settings on the strategically placed tables located throughout around the store. Originally opened in the 80s by the McConnell family, the store was inherited and is now operated by Susan Corbett and named for "Mama," Susan's grandmother.



The McConnell family fell in love with Page County and bought River's Bend Ranch in Stanley, which was originally a farm, and several other buildings and businesses along and around Main Street. The family wanted to invest in local real estate and add value to the town by expanding the economic base. Now, Susan's goal for Mama's Treasures is to provide affordable pieces to everyone.

The store displays the various items her mother collected throughout her life and additional items Susan has collected along the way. Almost everything in the store is American-made, with the exception of a small selection of jewelry. Stop by 20-22 East Main Street in Luray to peruse the products yourself or check out their postings on their Facebook page, www.facebook.com/mamastreasuresantiqueshop.

#### Signs R Us, LLC



Signs R Us is a new business opening in the Town of Shenandoah. A family-owned and operated business specializing in signs and apparel, they are the perfect partner for businesses looking to represent themselves and their storefront in full color. As they say "every business needs a sign, without a sign you won't have business;" signs help your customers find you and show potential customers that you're open.

Originally started 3 years ago to build a future for their family, owner Matthew Yager works hard to offer quality service and products at a more affordable price. The decision to open their storefront was driven by the desire to help their community grow and prosper as the Yagers not only work in Shenandoah, but they live there too.

Offering sign installation, service, and manufacturing, Signs R Us does wide format digital printing, vehicle graphics, and even customized apparel embroidery and printing. With state-of-the-art equipment, they have everything needed for your sign and apparel needs. Join them for their Grand Opening and Ribbon-Cutting on April 6<sup>th</sup> at 10:00 AM and receive 10% off everything purchased or ordered and 20% off select items. Visit them at 704 South Third Street in Shenandoah, check them out online at www.signsruspro.com, or contact them at (540) 908-9304 or signsrus16@gmail.com.

#### **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.

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 by April 15<sup>th</sup>.

#### **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.

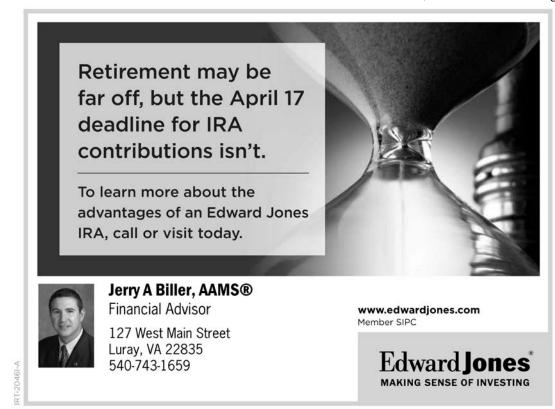
**Member to Member Discount Program** – This program is strictly between Chamber members. We encourage members to do business with other Chamber members. As an incentive, many local businesses offer discounts to Chamber members. Take advantage of these great opportunities and say "thank you" for supporting the Luray-Page County Chamber of Commerce. If you are interested in updating your discount or offering a new discount, contact Katie at katie.long@luraypage.com or (540) 743-3915.

> \*This month we encourage you to have a staycation with Allstar Lodging! They're offering Chamber members a 10% discount on participating properties.\*

Chamber Hot Deals – By using Hot Deals through the Chamber, 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. If you would like to offer your own Hot Deals, please send your information to Katie at katie.long@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. We want to help you find employees, so Katie contact katie.long@luraypage.com add your job opportunities to our list.



#### **Follow Us:**











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# Are you a <u>leader</u> or <u>member</u> of a faith organization in Page County?



# If so, please join us for a Community of Faith Breakfast

hosted by Choices, Council on Domestic Violence for Page County, to discuss how Page County can come together to better serve victims of domestic/sexual violence, stalking, and human trafficking.

<u>Presentations by: Robin Stevens & Sarah Warf of Choices</u> <u>Sabrina Dorman- Andrew, Director & Co-founder of New Creations</u>

When: April 11, 2018

Time: 8:00am - 10:00am

Where: Luray United Methodist Church

Please <u>RSVP</u> to (540) 218-4028 or sarahw@choicesofpagecounty.org

FREE BREAKFAST PROVIDED!



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#### RATES:

30 minutes - \$ 35.00 60 minutes - \$ 60.00

House calls are available for an additional charge





#### Who is ADesk4Me?

ADesk4Me is proud to provide top tier professional business services for local and regional companies. With our highly trained local personnel covering a broad spectrum of professional talent, we can be your single source provider for solutions to help your business succeed. From websites to co-work space, we have you covered.

Luray is a Virginia Economic Development Zone and a SBA designated HUBZone for Federal Government Contractors.



#### What Do We Offer?

With our collective business experience, we have assembled resources that can strengthen your position in the marketplace and perhaps even pursue new opportunities.















#### What is Co-work Space?

We were inspired to develop a venue for individuals and small businesses to come together with other professionals in a community for collaboration.

Members can have access to the collective talents and knowledge of other professionals who share our space.



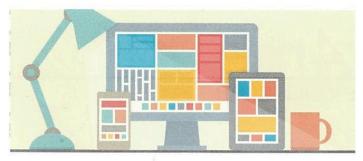
A Desk 4 Me provides an open toolbox of business services that will help you succeed.

ADesk4Me.com | 136 General Drive, Suite 100 | Luray, VA 22835

Success@ADesk4Me.com

1 844 233 7546

#### **Our Business Services**



#### Web Design

Need a new website? Maybe you have an established company and need to update your current site. In today's digital landscape, you know the importance of having a professional-looking website. Not only does it give you a valuable online presence that widens your customer base, but also it establishes your unique identity among your competition.



#### Instructional Services

Need to inform your customers on how to use your product or service? We can help. Instructional Services is focused on communicating information in a more detailed manner to your customer for enrichment about a product or service. The products created by Instructional Services include training classes, training material, webcast, podcast, games, video, and animation. We can help with all aspects of your instructional needs from the creation to the management.



#### **Graphic Design**

Are you a new startup that needs an entire corporate identification package or just need a business card design? With professional graphic designers on staff, we can help. Whether you need a brand new logo for your startup company or need to update your current corporate identification, we are your single source for all your graphic design needs.



#### Social Media Integration & Management

What is it and why do I need it? Why you need it varies on what you are trying to sell and to who. It is a collection of tools to communicate with your customers and peers. Some of the common tools are Facebook, LinkedIn, SnapChat, Twitter, etc. Each of the tools are focused on different markets. We can help you define and manage your social media presence.



#### **Network Engineering & Enterprise Services**

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**Reason #1 - Reach:** Radio is on 24 hours a day. Nationwide, radio reaches 92% of people age 12 and older every week and reaches 68% every day. Because radio's reach is so extensive and because BRIGHT® Radio 105-7 and RASCAL® 1330 are so reasonably priced, you can reach lots of people who will hear your message several times for a budget you can afford.

Reason #5 — Engagement: Listeners feel emotional connections with their preferred radio stations. Radio is an active medium that can stir emotion and can enable demand for what you sell. BRIGHT® Radio 105-7 and RASCAL® 1330 are call-to-action media.

**Reason #8 – Frequency:** Consumer response depends upon multiple exposures to a message. BRIGHT® Radio 105-7's and RASCAL® 1330's relatively low cost lets you reach listeners multiple times inexpensively to bring buyers into your business.

**Reason # 10 - Cost Effectiveness:** Radio production costs less than television, print, and outdoor. Radio is less costly to buy than are other major media, letting you cost effectively reach lots of people multiple times.

Reason # 13 — Results: BRIGHT® Radio 105-7 and RASCAL® 1330 produce results. An eight-week campaign on BRIGHT® Radio 105-7 and RASCAL® 1330 helped the Luray-Page County Chamber of Commerce register 325 racers, many of whom specifically mentioned hearing the ads on BRIGHT® Radio 105-7 and RASCAL® 1330.

Still not convinced? Need more reasons? We've got 'em.

**Contact** 

Lisa Meadows: 540.843.4449 Carrington Thompson: 540.743.5167 Info@BrightRadio1057.com Info@Rascal1330.com



Bodacious Country!

Introduce your business to our listeners in the Shenandoah Valley. Remind our listeners in the Shenandoah Valley about your business.

People buy from businesses they know and trust.

• Let Bright® Radio 105-7 and Rascal® 1330 help our loyal listeners know about you. Let Bright® Radio 105-7 and Rascal® 1330 build trust in your business among our listeners.

#### Repetition creates awareness and promotes recall.

• Let Bright® Radio 105-7 and Rascal® 1330 help make your business the one that our listeners remember.

Here's how you can reach our listeners repeatedly and stay within your advertising budget:

TOOK Surrier (with	30-Seconds	60 seconds
Bright Radio 105-7	\$5.00 per commercial broadcast	\$10.00 per commercial broadcast
Rascal 1330	\$2.50 per commercial broadcast	\$ 5.00 per commercial broadcast

- Example \$300 budget on Bright Radio 105-7: Two (2) 30-second commercials per day for 30 days during any three-hour period of your choice (Examples: 6am-9am, 9am-Noon, Noon-3pm, 3pm-6pm, 6pm-9pm, 9pm-Midnight).
- Example \$300 budget on Rascal 1330: Four (4) 30-second commercials per day for 30 days during two three-hour periods of your choice (Examples: 6am-9am, 9am-Noon, Noon-3pm, 3pm-6pm, 6pm-9pm, 9pm-Midnight).

**Contact** 

Lisa Meadows: 540.843.4449 Carrington Thompson: 540.743.5167 Info@BrightRadio1057.com Info@Rascal1330.com