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

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**April 2022 Newsletter**

# The Luray-Page County Chamber of Commerce's mission is to serve our members by promoting and supporting business and tourism throughout Page County. The Luray-Page County Chamber of Commerce's vision is to be the organization where our business community turns for leadership and resources.

**Chamber Events**

**Tuesday, April 5th, 5:00-7:00 PM**

**11th Annual Page County Lodging Forum**

Join us at Lord Fairfax Community College, 275 College Drive, Luray, room 207 for our Page County lodging forum. Amy Dovel, County of Page, will discuss new lodging tax procedures and changes to lodging tax filings when using accommodation intermediaries. Stephanie Lillard, Virginia Tourism Corporation, will give a brief summary of relative programs, to include their annual Co-Op opportunities and free listings for events, packages, and lodging listings from the Virginia Tourism Corporation. This a great opportunity to meet, share ideas, and network with other lodging owners, vendors and lodging related businesses. This forum is open to all lodging owners, managers & vendors in Page County. Come with questions and discussion topics to share and leave with innovative ideas and long-lasting partnerships. Light refreshments will be provided by the Chamber. RSVP to events@luraypage.com or 540-743-3915 by Friday, April 1st.

**Wednesday, April 6th, 11:30 AM-1:00 PM**

**411 Orientation**

Whether you’re a prospective member, new member, or a long-time member the new member orientation is an opportunity for you to learn more about how to get involved with upcoming events and opportunities. Learn how to take full advantage of your membership benefits, learn what benefits are best for you and how you can leverage your membership to make an impact. See a return on your investment! Whether you’re a new, existing, or prospective member, the Chamber Orientation is designed to provide a 360-degree overview of the Luray-Page County Chamber’s programs, tools, and resources so you can maximize your membership. This member orientation will take you through the various aspects of your Chamber membership, from the most basic savings and marketing benefits, to changing your business through meaningful networking, to the impact the Chamber has through advocacy and supporting our community service providers. Lunch is provided by the Chamber. Come have your membership questions answered, talk about your business, and network with other new members. RSVP to events@luraypage.com or 743-3915 by Tuesday, April 5th, to save your seat.

**Wednesday, April 13th, 12:00-12:30 PM**

**Valley Business Today Radio Show – Horizon Goodwill**

Nancy Turner, store manager of Stanley’s Horizon Goodwill store, is joining Edison Emmons to share information on the store and how they can help the local community. Listen in to The River 95.3 or <https://theriver953.com/podcasts/the-valley-today/> to learn about what Horizon Goodwill has to offer. To be a future guest on the Valley Business Today Radio Show, contact Edie at edison.emmons@luraypage.com.

**Thursday, April 14th, 2:00-3:00 PM**

**Business Seminar -** Ditch the Boost! 5 Tips to Grow your Facebook Reach ORGANICALLY

Join us on the Zoom screen for a free webinar to learn how you can “Ditch the Boost.” In this webinar, Janet Michael from Java Media will give you 5 NO COST tips to organically grow your Facebook presence. Boosts have become less and less effective in recent years without adding more and more to your budget. Janet will give you five great ways to change up your posts, mix up your content and grow your following and engagement without spending an extra penny. Attendance is free but registration is REQUIRED. Register here: <https://bit.ly/ditchtheboost>. Janet Michael is the owner of Java Media, a social media and marketing firm, with over 20 years of experience developing successful marketing & advertising campaigns. Java Media provides social media training and workshops for small business owners as well as social media management, oversight & evaluation services. She produces podcasts for small business owners, non-profits, and local leaders. Janet also hosts a daily award-winning talk show, The Valley Today, on the local radio station, The River 95.3FM.

**Chamber Events Continued…**

**Tuesday, April 19th, 12:00-12:30 PM**

**Tourism Tuesday Radio Show – Luray Parks and Recreation**

Jen Jenkins, director of Luray Parks and Recreation, is joining Edison Emmons to share information on the town parks and rec department, as well as all that they have planned for 2022. Listen in to The River 95.3 or <https://theriver953.com/podcasts/the-valley-today/> to learn about what Luray parks and rec has to offer for the rest of the year. To be a future guest on the Tourism Tuesday Radio Show, contact Edison at edison.emmons@luraypage.com.

**Wednesday, April 20th, 12:00-1:00 PM,**

**Small Business Growth: Introduction and Exploration**

Join us for our NEW Small Business Growth interactive workshop series in partnership with Shenandoah Valley Small Business Development Center (SDCD) via zoom. Whether you are just starting out or have years of experience, these discussions will challenge your way of thinking and help you avoid common pitfalls as you grow your business. We’ll do a broad overview of issues common to all businesses, get a sneak peek at the next five sessions, and discuss how you’d like to move ahead. Plus, you’ll leave with a confidential self-assessment to help you identify your specific challenges and most important needs. Feel free to join with lunch bag in hand! RSVP to events@luraypage.com or 540-743-3915 by Monday, April 19th, to receive the Zoom link plus session materials. Chamber Members - $10/session or $50/series of 6 and Potential Chamber Members - $15/session or $75/series of 6.

**Thursday, April 21st, 5:30-7:00 PM**

**Business After Hours – Host: The Warehouse Art Gallery; Co-Host: Wisteria Farm & Vineyard**

Join us for Business After Hours at The Warehouse Art Gallery, 15 Campbell Street, Luray. Our host and co-host will be providing a great networking opportunity, tasty refreshments, fantastic wine, and some great door prizes. This event is designed for Chamber members to meet and build relationships with other local business members. It is time to get together and enjoy each other’s company. You will have the opportunity to introduce yourself to other members, exchange business cards, make new business contacts, win door prizes, and enjoy refreshments.

**Thursday, April 28th, 9:30-11:00 AM**

**Women in Business: Mugshots and Mimosas**

Join Women in Business at The Valley Cork, 55 East Main Street, Luray, for this fun event! Women in Business is sponsored by Andersen Corporation. You’ll have the opportunity to sit for a professional headshot, which is an important addition to your marketing portfolio. Then sit back and relax while you enjoy one mimosa and brunch while you network with other businesswomen! Brunch and mimosa will be $15 per person. Headshots with Cameo Fine Art Gallery will include 5-8 different poses, with the pick of your 2 favorite poses, that will be edited/retouched with an email including all rights and will be $45 per person. You can bring a different jacket/quick wardrobe change if they want more than one look. Additional photos may be purchased for $20 per photo. The package price for brunch and headshots will be $60 per person. RSVP by Tuesday, April 24th to events@luraypage.com or (540) 743-3915.

**Friday, April 29th, 10:00 AM-6:00 PM**

**Job Fair & Workshop**

Join us for our job fair and workshop hosted at Lord Fairfax Community College, 275 College Drive, Luray. Looking for work or wanting to make a career change? Let us help you! Whether you’re interested in working for a startup or a large organization, or if you just need a refresher on how to build an eye-catching resume, we invite you to come out and join us for our job fair and workshop. You will have the opportunity to get help with job search assistance, resume building and review, application help, and get a chance to interact with 25+ companies and score a job for you. Bring multiple cover letters and resumes along with you.

If you are a business that is looking for new employees, we invite you to set up a table for this year’s job fair. Attended by students from LHS, PCHS, Mt. Carmel, & LFCC, as well as the community, you will have the opportunity to meet potential employees. If you are interested in setting up a table, please contact Clancey at Clancey.arnold@luraypage.com.

**Chamber Announcements**

**Any advertising inserted and printed in this newsletter and the content of those inserts and print ads are not sponsored or endorsed by the Luray-Page County Chamber of Commerce & Visitor Center.**

**New Member Spotlight**

**Curated**

******Curated,** 51 West Main Street, Luray, is a locally owned store in downtown Luray. Opened by Leah Pence, Curated opened their doors on October 28th, 2021. Leah got into the retail world in 2016 when she opened a space at the Hawksbill Trading Company. This helped her to take the risks involved with owning your own retail business incrementally. After operating her small space at HTC, she finally was able to open her own shop on Main Street. Curated is a trendy boutique that offers a variety of goodies! They have some beautiful resell clothing that has either been gently worn or never worn along with new clothing items, all ranging from small to plus sizes! This also includes children’s clothing from newborn to kids size 14. They sell books, jewelry, home decor, spa supplies, resell designer items, and much more.

To learn more, you can check out their Facebook page, <https://www.facebook.com/curatedbyleah/>, call (374) 461-6350, or email curatedbyleah@gmail.com.

**Shenandoah Yurt**

**Shenandoah Yurt**, Shenandoah, is a new lodging company in Luray-Page County. Shenandoah Yurt offers visitors a unique lodging opportunity complete with a hot tub, woodstove, grill, Wi-Fi, archery, PS5, Pool Table, Workstation & lots of board games! Visitors can also rent e-bikes that will get you to Shenandoah National Park in 15 minutes, for $50 a day. Owned by Vitality Hayda, the business was purchased in July 2020, and construction was completed in December 2021. Vitality and her business partner have spent a lot of time traveling and taking notes about likes and dislikes. It only seemed like the obvious choice to open their own lodging facility that would give them the opportunity to check all the boxes for visitors that they look for.

You can learn more about Shenandoah Yurt by visiting <https://yurtofun.com/book>, calling (443) 856-7705, or emailing contact@yurtofun.com.

**Member Spotlight**

**Skyline Paint & Hardware**

**Skyline Paint & Hardware,** 21 East Luray Shopping Center, Luray, is a locally owned hardware store. Owned and operated by Jason Jenkins. Skyline Paint & Hardware has been a staple in the Luray business community for 16 years. They carry a full line of Benjamin Moore Paints & Stains, Cabot & PPG ProLuxe Stains, products for plumbing and electrical projects, and a large assortment of tools, fasteners, and other home hardware products. Skyline Paint & Hardware also provides a UPS drop-off location, where people can take their packages that need to go through UPS and have them shipped.

To learn more about everything they offer, visit <https://skylinepaintandhardware.com/>, call (540) 743-6200, or email skylinepaint@yahoo.com.