

**Staff:**

**Gina Hilliard**, President  
**Clancey Arnold**, Membership Development & Investment Administrator  
**Danae Alger**, Administrative & Events Assistant  
**Edie Emmons**, Social Media & Marketing Assistant  
**Courtney Stoneberger**, Chamber & Tourism Assistant

**Board of Directors:**

*Executive Officers:*

**Mark Leach**, Chair of the Board – Delaware North  
**Mark Dofflemyer**, Vice-Chair of the Board – Pioneer Bank  
**Stephanie Lillard**, Secretary of the Board – Patron  
**Miranda Cave**, Treasurer – Blue Ridge Bank  
**John Shaffer**, Chair of the Tourism Division – Luray Caverns

*Board Members:*

**Steve Synnott** – Syntelligent Analytic Solutions, LLC  
**Romeo Pugliese** – Mamma Mia’s Italian Restaurant  
**Mitch Lovinger** – Appexnetwork Physical Therapy  
**Chris Jenkins** – Faithbrooke Barn and Vineyards  
**Kim Blosser** – Lord Fairfax Community College  
**DezaRae Beers** – Yogi Bear’s Jellystone Park  
**David Thomas** - Valley Star Farm  
**Darryl Haley** – Patron

**Volunteers:**

**Jerry Griffin**

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**Ambassadors:**

**Clancey Arnold**, Chair – Luray-Page County Chamber of Commerce & Visitor Center  
**Helen Phillips-Cockrell** – Co-Chair - Certified Health and Wellness Coach, Optimal Health Solutions  
**Sable Ponn** – Sable Ponn, Funkhouser Real Estate Group  
**Zory Glaser** – Cardinal Cottage Vacation Cabin Rental  
**Garnett Brockman** – Page County Farm Bureau Federation/Insurance  
**Nancy Boyer** – Page County Public Forum  
**Dave Bull** – Patron

**Tourism Council:**

*Restaurants:*

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

*Lodging:*

**Nancy Sottosanti**, Treasurer – Shenandoah River Outfitters  
**John Shaffer**, Chairman – Luray Caverns Motels  
**Zory Glaser** – Cardinal Cottage

*Attractions:*

**Bill Schumacher**, Vice-Chairman – Fort Valley Ranch  
**Sue Ishak** – Wisteria Farm and Vineyard

*Services:*

**Darrell Hulver** – Page Co-Op Farm Bureau  
**Helen Morton** – Delaware North  
**Liz Lewis** – County of Page  
**Sally Hurlbert** – Shenandoah National Park



**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

**August 2020 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, August 4<sup>th</sup>, 8:00-9:30 AM**

**LeadShare.** This is an active, structured program for providing and receiving business referrals. It is designed to assist Chamber members in expanding their business network through the Luray-Page County Chamber of Commerce. Join Helen Phillips-Cockrell, Certified and Wellness Coach with Optimal Solutions, and Clancey Arnold, Membership Development & Investment Coordinator, and on the first Tuesday of every month and receive direct leads from other Chamber members. This month’s meeting will be held at Alexander’s, 410 West Main Street, Luray. No registration is required. Chamber Members are invited to attend whenever their schedule allows. Please remember to bring a mask.

**Tuesday, August 4<sup>th</sup>, 11<sup>th</sup>, 18<sup>th</sup>, & 25<sup>th</sup>, 10:00-11:00 AM**

**Chamber Coffee and Conversation.** Join Chamber & Visitor Center President, Regina Hillard, along with guest speakers on the impact of COVID-19 and guidelines in place for operation during “Forward Virginia.” To find out information on guest speakers and the topics we are featuring, follow us on our Chamber Facebook page, [www.facebook.com/luraypagecountychamber/](http://www.facebook.com/luraypagecountychamber/). This virtual forum will be streamed virtually on Zoom or live on our Chamber Facebook page, allowing the choice of watching it live or recorded.

**Wednesday, August 5<sup>th</sup>, 11:30 AM-1:00 PM**

**Page County Tourism Orientation Program: Our Missing Link.** Regina Hillard, President of the Luray-Page County Chamber of Commerce & Visitor Center, invite all local tourism-related businesses to attend the Page County Tourism Orientation Program. This program will allow for networking, exposure to the Virginia Tourism website and social media, and information on Luray-Page County tourism. Join us in the Chamber/Visitor Center Boardroom for a complimentary pizza lunch and presentation on how frontline workers can promote local tourism. Being in the forefront and among the first interaction tourists receive as they enter Page County, it is important for frontline workers to be engaging and informative. Due to guidelines, we can only host 10 people in the board room. RSVP by Monday, August 3<sup>rd</sup> to [events@luraypage.com](mailto:events@luraypage.com) to reserve a seat. Please remember to bring a mask.

**Wednesday, August 12<sup>th</sup>, 12:00-12:30 PM**

**Valley Business Today Radio Show.** Kim Blosser, President of Lord Fairfax Community College, is joining Edie Emmons to share information on the new Jenkins Hall building, new programs that will be coming to the Page County center, as well as short-term programs they offer for those displaced workers that need to get back to work. Listen in to the River 95.3 or <https://theriver953.com/podcasts/the-valley-today/> to hear about the fun planned for the Page County campus. To be a future guest on the Valley Business Today, contact Edie Emmons at [edie.emmons@luraypage.com](mailto:edie.emmons@luraypage.com).

**When it comes to your to-do list, put your future first.**

To find out how to get your financial goals on track, contact your Edward Jones financial advisor today.

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### Thursday, August 13<sup>th</sup>, 4:00-6:00 PM

**The Ins and Outs of Instagram.** Instagram is one of the hottest apps out there and every small business should be taking advantage of its highly motivated buyer/user base. When used correctly Instagram offers the opportunity to show your brand's personality, connect with potential customers and even drive sales through video and images. Plus, Instagram provides great content for other social networks like Facebook, Twitter, Pinterest and even your website. In this seminar we'll discuss basic Instagram etiquette, content creation ideas, hashtags, and tips to build a fun and engaging Instagram account. This seminar is presented by Janet Michael with Java Media, a local social media & marketing firm with over 20 years' experience developing successful marketing, advertising & social media campaigns. Java Media specializes in social media/digital media management & training; can serve as liaison between media and client; and offers consulting services for email & digital marketing, identity development & branding; as well as podcast development & production. Register in advance for this webinar: [https://us02web.zoom.us/webinar/register/WN\\_GjCYRyIxShKzg3oKVAgSgA](https://us02web.zoom.us/webinar/register/WN_GjCYRyIxShKzg3oKVAgSgA). After registering, you will receive a confirmation email containing information about joining the webinar.

### Tuesday, August 18<sup>th</sup>, 12:00-12:30 PM

**Tourism Tuesday Radio Show.** Tina Switzer, owner of Swtiz-Mix Records, is joining Edie Emmons to share information on their record store, what makes their business unique, and the resurgence of vinyl popularity. Listen in to the River 95.3 or <https://theriver953.com/podcasts/the-valley-today/> to hear about everything they offer at Swtiz-Mix Records. To be a future guest on the Tourism Tuesday Radio Show, contact Edie Emmons at [edie.emmons@luraypage.com](mailto:edie.emmons@luraypage.com).

### Tuesday, August 18<sup>th</sup>, 5:00-7:00 PM

**Cabin Capital Open Forum.** Hosted by L-PCCC at the Breenwood Lake Weddings. Come mix and mingle with other cabin owners and managers in the cabin industry in and around Page County. This open forum is a roundtable discussion, so bring topics, ideas, and concerns to discuss with the group. RSVP by Monday, August 17<sup>th</sup> to [events@luraypage.com](mailto:events@luraypage.com) to ensure adequate seating. Light refreshments will be served.

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

**Business After Hours.** Enjoy tasty appetizers in the Town of Shenandoah, business location to be determined. This event is designed for members to meet and build relationships with other local business members. Bring business cards for networking and to be entered in door prize raffles. Please remember to bring a mask.

### Thursday, August 27<sup>th</sup>, 5:30-7:00 PM

**Young Professionals.** Join our Young Professionals at Castle Vineyard for a casual social. Come unwind and enjoy the company of likeminded 21- 39-year-old professionals and connect over a glass of wine. Guests will receive one drink ticket towards a glass of wine, with each additional glass costing \$8.00 or purchase a full bottle. We look forward to seeing you as we close out another hectic work week. RSVP to [events@luraypage.com](mailto:events@luraypage.com) by Tuesday, August 25<sup>th</sup>. Please remember to bring a mask.

## Help Us Welcome Our New Members

<p><b>Red Zinnia Consulting</b> Tanya Jones Luray, VA 22835 (540) 313-9200 <a href="mailto:tanya@redzinniaconsulting.com">tanya@redzinniaconsulting.com</a> <a href="https://redzinniaconsulting.com/">https://redzinniaconsulting.com/</a></p>	<p><b>Rodan + Fields Executive Consulting</b> Tanya Jones Luray, VA 22835 (703) 629-4141 <a href="mailto:tzjones929@gmail.com">tzjones929@gmail.com</a> <a href="http://tzjones.myrandf.com">http://tzjones.myrandf.com</a>, <a href="https://www.facebook.com/rodanandfields/">https://www.facebook.com/rodanandfields/</a></p>	<p><b>Virginia Cooperative Extension</b> Karen Poff 215 West Main Street, Suite C Stanley, VA 22851 (540) 778-5794 <a href="mailto:kpoff@vt.edu">kpoff@vt.edu</a> <a href="http://page.ext.vt.edu">http://page.ext.vt.edu</a></p>
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## Member Spotlight

### Green Hill Cemetery Association



Green Hill Cemetery Association, 202 East Main Street, Luray is a group of volunteers that strive to engage the community by focusing attention on the beauty of the historic Green Hill Cemetery, as well as the historic legacy of the interred. This group supports maintenance and restoration needs through fundraising, donations of cash and in-kind, grants and other fundraising streams. The association works to restore the cemetery through cleaning efforts. The association also works hard to restore the graves of those buried in the cemetery and preserving the history that is held within its gates. For more information, you can visit [www.facebook.com/pages/Green-Hill-Cemetery-Luray/328018964445350](https://www.facebook.com/pages/Green-Hill-Cemetery-Luray/328018964445350), or contact them at (540) 631-5771 or [smytheroseann@gmail.com](mailto:smytheroseann@gmail.com).

## New Member Highlights

### Red Zinnia Consulting



RED ZINNIA

Red Zinnia Consulting, Luray, is consulting agency that works with clients to identify their strengths and current mindsets. Tanya Jones, who founded Red Zinnia in November 2019, has been an instructional leader for over 20 years. Focused on providing a rich context for learning, she launched Red Zinnia while completing her Leadership Coaching for Organizational Well-Being certification at George Mason University. Tanya is dedicated to developing and supporting leaders, who are passionate about doing good in the world. Red Zinnia coaches emerging and senior leaders in the nonprofit and commercial sectors. Accessing a proven network of certified coaches, Tanya partners with organizations and associations to offer leadership coaching packages as a member benefit at member-only rates. For more information, visit <https://redzinniaconsulting.com/>, or contact her at (703) 272-4328 or [tanya@redzinniaconsulting.com](mailto:tanya@redzinniaconsulting.com).

### Rodan + Fields Executive Consultant



Rodan + Fields Executive Consulting, Luray is a dermatologist approved skin care line, that helps to reduce lines, dullness and spots on the face. In the spring of 2020, Tanya Jones decided to try something new for her skin and saw immediate results. Pleased with the results, she decided to become a consultant, and the business took off. Rodan + Fields offers easy-to-use skincare regimens that address concerns such as signs of aging, dark spots and discoloration, dullness and dryness, sensitivity and acne. Tanya works with this great company as an Independent Consultant and guides her customers one-on-one to find the most effective skincare solutions. As someone from the Shenandoah Valley, Tanya Jones works with individuals that are looking to make their skin look young and glowing. To learn more, visit <http://tzjones.myrandf.com>, <https://www.facebook.com/rodanandfields/>, or contact Tanya at (703) 629-4141 or [tzjones929@gmail.com](mailto:tzjones929@gmail.com).

### Virginia Cooperative Extension



Virginia Cooperative Extension, 215 West Main Street, Suite C, Stanley has been in operation for 100 years. The VCE started the Northern Shenandoah Valley Financial Education Program in 2013 and works with families and members of the community to teach them how the effectively manage their finances. With over 100 trained volunteers, they are able to reach out to help our residents take control of their finances. Their programs meet people where they are and help them develop action plans to reach their financial goals. Based off of the needs of the community, VCE partners with other organizations, workplaces and schools to help customize programs for a variety of audiences. In Page County, they have hosted a Money Management Clinic, Managing Your Money Series, financial monitoring, Roadmap to Retirement workshops, Reality Store financial simulation in the high schools, and a Penny Wise Program for youth in foster care. For more information, you can visit <http://page.ext.vt.edu>, <https://www.facebook.com/nsvfinancialeducation>, or contact them at (540) 778-5794 or [kpoff@vt.edu](mailto:kpoff@vt.edu).