

Staff:

Gina Hilliard, President
Katie Long, Communications & Marketing Coordinator
Priscilla Montcalm, Membership Development & Investment Coordinator
Clancey Arnold, Chamber & Tourism Assistant
Jessica Campbell, Chamber & Tourism Assistant

Volunteers:

James Housden
Mary Lee Bryant
Jerry Griffin

Board of Directors:

Bill Fisher, Chairman of the Board – Hawksbill Home Remodeling
Mark Leach, Vice-Chairman of the Board – Delaware North
Stephanie Lillard, Secretary of the Board – Virginia Tourism Corporation
Bill Schumacher, Treasurer of the Board – Fort Valley Ranch

Board Members:

Steve Synnott – Syntelligent Analytic Solutions, LLC
Romeo Pugliese – Mamma Mia’s Italian Restaurant
Kim Blosser – Lord Fairfax Community College
Lisa Franceschini – Luray Mountain Cabins
Dick Hostelley – Hostelley & Associates
Jared Burner – Skyline Premium Meats
Terry Martin – Andersen Corporation
Mark Dofflemyer – Pioneer Bank
John Shaffer, Chairman of the Tourism Division – Luray Caverns

Chamber Ambassadors:

Lisa Franceschini – Luray Mountain Cabins, Chair
Priscilla Montcalm – L-PCCC, Vice-Chair
Carrington Thompson – Hayden Hamilton Media Strategies
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 – Del-Val Engraving, LLC
Juanita Woodward – Blue Ridge Bank
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
Zory Glaser – Cardinal Cottage
Attractions:
John Shaffer, Chairman – Luray Caverns
Nancy Sottosanti, Treasurer – Shenandoah River Outfitters
Services:
Helen Morton – Delaware North
Darrell Hulver – Page Co-Op Farm Bureau
Liz Lewis – Page County Economic Development & Tourism
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 www.cabincapital.com

December 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, November 17th-Monday, December 18th

Shop Local Campaign will be a county-wide event. The Chamber will be showcasing our members these 4 weeks and encouraging our locals and visitors to support the small businesses that call Page County home.

Friday, December 1st, 4:00-7:00 PM

Chamber Holiday Open House will be held at the Luray-Page County Chamber of Commerce & Visitor Center. Join Santa for Christmas cookies, s’mores, carolers, holiday punch, barrel train rides, portraits, and more! This is the 3rd annual event and is going to be bigger and better than last year! Join Santa for a walk to the PAL Plaza at 7:00 PM for the 21st Christmas tree lighting.

Thursday, December 14th, 7:30-9:00 AM

Business Networking Breakfast: Community Organizations & Associations. A meet-up for the local organizations and associations that call Page County home. This meeting will help the Chamber staff identify and address the needs of these groups. Held at the Mimslyn Inn, come for coffee, breakfast, or just conversation. RSVP to events@luraypage.com by Monday, December 11th to ensure adequate seating. Walk-ins welcome.

Tuesday, December 19th, 12:30-1:00 PM

Tourism Tuesday will feature a guest from our Tourism community to discuss an upcoming Page County event; listen to 95.3 The River to learn more. If you are interested in being a guest, contact Katie at katie.long@luraypage.com.

Thursday, December 21st, 5:30-7:00 PM

Business After Hours is hosted by the Mimslyn inn with co-host the Luray Rotary Club. Typically the largest Business After Hours of the year, come meet the Rotarians and get to know what they do within the community. Come enjoy great food, socializing, and networking, and don’t forget your business cards for the door prizes!

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Help Us Welcome Our New Members:



ALCOVA Mortgage
590 Neff Avenue, Suite 4000
Harrisonburg, VA 22801
(540) 244-4540
lcurrle@ALCOVAMortgage.com

Back Road Baggage
275 Ida Hollow Road
Luray, VA 22835
(540) 860-2914
backroadbaggage@yahoo.com

Blue Moon Cabins
10 Jackson Street
Luray, VA 22835
(540) 848-2467
karen@bluemoon-cabins.com

Christopher’s Riverside Cabins
1225 Fort Stover Road
Luray, VA 22835
(540) 860-2913
snockydocky@yahoo.com

This year, stuff their piggy banks instead of their stockings

To learn about all the holiday gift options available, call or visit a financial advisor today.

Jerry A Biller, AAMS®
Financial Advisor
127 West Main Street
Luray, VA 22835
540-743-1659

www.edwardjones.com
Member SIPC



New Member Highlights

ALCOVA Mortgage



ALCOVA Mortgage's mission statement is "to simplify the mortgage process and build long-term trust with every client." Founded in 2003, they were "born out of a Passion to Serve" and have helped over 15,000 borrowers with their home financing goals since their foundation.

ALCOVA offers members: in-house underwriting, closing, and funding, training and marketing programs, processing support, direct access to company decision makers, and so much more. Looking to refinance or purchase a new home? They do that too with products that make financing easier than ever. In 2017, ALCOVA was named as one of *Inc. 5000's* "fastest-growing private companies in America" for the 6th year in a row. Doing business in VA, D.C., MD, WV, TN, NC, SC, GA, FL, and AL, the local office is located at 590 Neff Avenue, Suite 4000, in Harrisonburg.

More than loans and mortgages though, ALCOVA also gives back to the local community through their Feed the Families program, which raises funds through the sale of cookbooks to give money to local organizations that are helping feed families, seniors, needy children, and the homeless. Another program of theirs is Hometown Heroes, which recognizes local Veterans for their service and sacrifice to the community by giving back each month through a recognition plaque and \$500 check. Learn more about this business at <https://alcovamortgage.com/va/harrisonburg> or contact Leslie Currel at lcurrel@ALCOVAMortgage.com, (540) 244-4540, or stop by and see her in Harrisonburg.

Back Road Baggage

Back Road Baggage was recently opened by Clifton Thomas and Larry Matthews to provide trash and recycling pick-up throughout Page County and outside of the towns' service areas. Thomas and Matthews opened their business in January with weekly pick-ups, which are still available Wednesdays starting at 8:00 AM. Customers can choose the perfect package for them, whether it be door-side pick-up, valet service, or another option. Pay as little as \$20 a month for 40 gallons or 120 gallons per week, simply pick an option, pre-pay for the year and let them do the rest!



Back Road Baggage offers more than trash removal though, they are working at expanding their current services to provide recycling removal as well. Thomas and Matthews are very excited for this expansion and feel like the recycling side of things will be a huge hit with the county as it is a much-needed service. Additionally, in terms of the business community, Back Road Baggage is offering junk cleanout services, so if you have a house, office building, or rental property that has been trashed and left cluttered, Thomas and Matthews will come to your location, clean it out, and haul everything away for you. Contact Clifton for additional information and pricing details at (540) 860-2914 or backroadbaggage@yahoo.com or check out their website at www.backroadbaggage.com.

Blue Moon Cabins



Blue Moon Cabins are located just 9 miles from Luray between the Massanutten and Blue Ridge Mountains. Offering peace of mind and endless activities for a family vacation and relaxation and romance for a getaway for two, the area has everything you're looking for during your next trip to the Shenandoah Valley. For outdoor enthusiasts, the cabins are located within walking distance of Shenandoah River Outfitters and the stunning Shenandoah River.

Two cabins are ready to welcome and wrap you in comfort: Blue Moon Cabin and Shenandoah HideAway Cabin. Blue Moon Cabin is a 2-bedroom cabin with a loft and the ability to sleep 4-6 people, whereas the Shenandoah HideAway Cabin is a 2-bedroom cabin with Queen beds in both rooms to sleep 4 comfortably. Both cabins' amenities include: a gas log fireplace, fully-equipped kitchen, BBQ grill, fire pit, hot tub, TV, DVD/CD player, and more; linens are available upon request. Want to learn more and peruse their availability? Visit their website at www.bluemoon-cabins.com or contact Karen Holmes at (540) 848-2467 or karen@bluemoon-cabins.com.

Christopher's Riverside Cabins

Eugene Christopher built and lived in his first cabin in 1989. About 8 years ago, he built another one in the same vicinity as a vacation rental. Both cabins, known as the Shuck and the Jive, have riverfront access to the Shenandoah River and are furnished with everything you need for your escape to the Shenandoah Valley. Both cabins have central AC/heat, a fully-equipped kitchen, campfire areas, gas log fireplaces, sun decks, and BBQ grills; linens are available upon request. The Jive has a bedroom and a loft, 1.5 bathrooms, a sleeper sofa, and sleeps 2-6; this cabin is great for families and comes with an assortment of board and card games to keep everyone entertained during your next vacation. The Shuck has 2 bedrooms and a loft, 2 bathrooms, and sleeps 2-6; this cabin is great for the outdoor enthusiast as it includes a canoe, paddles, and life vests.



Whether you're looking to fish along the river, bring or rent a tube and additional canoes/kayaks, or just go for a swim, the 2.5 acres of riverfront is the perfect way to soak up sun and water during your next vacation. Plus, you can bring the pets for a small additional fee. See the complete list of amenities and more at: www.allstarlodging.com/vacation-rental-home.asp?PageDataID=117105 and www.allstarlodging.com/vacation-rental-home.asp?PageDataID=127585. Contact Christopher's Riverside Cabins for additional information at (540) 860-2913 and snockydocky@yahoo.com.

Member Spotlight on...



Racey Engineering is a "privately held Small Business and HubZone Engineering and Surveying company located in the Shenandoah Valley of Virginia." They were established in 2002 to provide a "diverse and broad program of cost-effective and practical Engineering and Surveying services," the initial company dates to 1994. They are fully licensed and insured with over 5,000 successful projects under their belts.

Their services include: civil, construction, mechanical, and structural engineering as well as survey and term contracts and their team is comprised of multi-disciplined, licensed professionals from diverse backgrounds with knowledge and understanding of these areas. They won the Chamber of Commerce's award for the "Luray Business of the Year" in 2007 and are known for offering their customers and clients a "comprehensive surveying and engineering program...that models those offered by much larger firms, but with a culture and approach of a hometown firm by providing practical, cost-effective and personal service."

Located at 312 West Main Street in Luray, contact them at (540) 743-9227 to talk to Tyler Austin, PE, Operations Manager or Joshua Turner, PE, Engineering Development Manager about your next job and to see if they can assist you with an upcoming project. Racey Engineering is currently working with the Town of Luray on the West Main Bridge project. See more about their business, team, services, and project details at www.raceyengineering.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. If you are interested in advertising, contact Priscilla at priscilla.montcalm@luraypage.com.

Deadline for submissions is the 15th of the month prior to the newsletter release. For instance, the next newsletter will be released before the 1st of January, so all ads must be submitted to Katie Long at katie.long@luraypage.com by December 15th.

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. View a complete list at luraypage.chambermaster.com/membertomember. If you are interested in updating your discount or offering a new discount, contact Priscilla at priscilla.montcalm@luraypage.com or (540) 743-3915.

This month we encourage you to visit the Mimslyn Inn for Champagne Brunch for just \$12.95

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. If you would like to offer your own Hot Deals, please send your information to Priscilla at 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 or at luraypage.chambermaster.com/jobs. We want to help you find employees, so contact Priscilla at priscilla.montcalm@luraypage.com to add your job opportunities to our list.

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Reasons To Advertise On Radio

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. A six-week campaign on BRIGHT® Radio 105-7 and RASCAL® 1330 helped the Luray-Page County Chamber of Commerce register 270 racers and 60 volunteers, 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



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:

	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 (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 (6am-9am, 9am-Noon, Noon-3pm, 3pm-6pm, 6pm-9pm, 9pm-Midnight).

Contact

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