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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

February 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

Wednesday, February 8th, 12:30-1:00 PM

Valley Business Today. A radio show with 95.3 The River in Front Royal, this segment focuses on the business industry. This month’s show will feature the new Luray Downtown Initiative Program Director, Meredith Dees, listen in to hear where she sees LDI going this 2017 year. If you are interested in being a guest, please contact Gina at gina.hilliard@luraypage.com.

Thursday, February 9th, 7:30-9:00 AM

Business Networking Breakfast: Restaurants & Agri-Tourism. Rather than a formal, training-based event like last year, this month’s BNB will be geared towards opportunities for collaboration and a discussion on the possibility of creating a restaurant week for Page County. Join us at Gathering Grounds for a Dutch-treat breakfast. So, come for coffee, a full meal, or just the conversation. RSVP to events@luraypage.com by Monday, February 6th to ensure adequate seating. Walk-ins are welcomed.

Thursday, February 9th, 5:30-6:00 PM

Mamma Mia’s 20th Anniversary Ribbon-Cutting. Join Mamma Mia’s Italian Restaurant in celebrating 20 years in business in the Town of Shenandoah. The ribbon-cutting will be held at 5:30 PM and specials will run throughout the day. All customers only pay half price from 11:00 AM-9:00 PM, wine tastings from 5:00-7:30 PM, and giveaways for gift cards, apparel, and more will be held all day.

Thursday, February 16th, 5:30-7:00 PM

Business After Hours is hosted by Luray Sprint. Join us for light appetizers prepared by Main Street Bakery & Catering, alcohol, and lots of networking! Bring your business cards to be entered for some awesome door prizes.

Tuesday, February 21st, 12:30-1:00 PM

Tourism Tuesday will feature Stephanie Lillard from the Page County Economic Development Authority on The River 95.3 in Front Royal. We will be discussing the upcoming Farm2Fork Affair on Monday, March 9th at the Mimslyn Inn. If you are interested in being a guest, contact Katie at katie.long@luraypage.com.

Thursday, February 28th, 4:00-6:00 PM

6th Annual Wedding Open Forum. Join the wedding industry at the Hotel Laurance for a round-table discussion and networking cocktail hour. The doors will open at 3:30 PM. Come with questions and discussion topics for the first hour and be ready to hand out business cards and network during the second hour. This forum will bring together the best wedding professionals in and around Page County. You will leave with innovative ideas and long lasting partnerships. Light appetizers and drinks will be provided. RSVP to events@luraypage.com by Friday, February 24th to ensure adequate seating, but walk-ins are welcomed.

Thursday, February 28th, 6:00-8:00 PM

Sip & Create: Infinity Scarves. Join Tina Switzer at the Hotel Laurance for an intimate, relaxing class on scarf making and the basics of crocheting. This class is designed for those who have never crocheted before or have not crocheted in a long time and are in need of a “refresher” course. Just \$40.00/person will get you a crochet hook set in sizes F, G, H, I, J, and K, starter yarn, pair of scissors, and a canvas bag to store all your goodies in. We will be providing up to two glasses of wine/beer for each attendee. Space is limited to 15 people, so contact events@luraypage.com to pay and reserve your spot ASAP; the last day to reserve your spot is Monday, February 20th.

	Help Us Welcome Our New Members:	Kaylee Alger – Mary Kay Independent Beauty Consultant Rileyville, VA 22650 (540) 244-6415 kaylee.alger@gmail.com	Luray Antique and Design Center James Jennell 358 Tannery Road Luray, VA 22835 (540) 683-6591
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Retirement may be far off, but the April 18 deadline for IRA contributions isn't.

To learn more about the advantages of an Edward Jones IRA, call or visit today.

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Member Spotlight on...

Luray Rescue Zoo



The Luray Zoo is a Rescue Zoo “dedicated to providing animals with a loving caring home.” Privately owned and operated by Mark and Christine Kilby, the zoo receives no government funding. Therefore, all admissions, donations, gift shop sales, and outreach program fees go directly towards supporting the operating costs.

The inhabitants that call the Luray Zoo home are a mix of retired zoo animals, unwanted pets and confiscations, along with the occasionally abused animal. Mark and Christine love to educate the public about the animals, conservation, and to help people understand all animals better. They’re always happy to answer questions and are frequently seen taking care of and interacting with the animals throughout the day.

During the summer, they offer educational shows on the weekends, which are included in the admission price. Additionally, they offer Discovery Tours, which are guided tours by one of the owners and include up-close-and-personal interactions with the animals at the Luray Zoo and include things that you would not be able to do with the regular admission, including assisting with feedings. Learn more about the zoo as a whole or contact them for a Discovery Tour at www.lurayzoo.com, lurayzoo@aol.com, (540) 743-4113, or stop by today at 1087 US Highway 211 West, Luray.

New Member Highlights

Kaylee Alger – Mary Kay Independent Beauty Consultant

Kaylee Alger is a Rileyville native who graduated from Luray High School in 2012 and also received her Associates Degree in Business from Lord Fairfax Community College in 2012. She credits her interest in entrepreneurship to watching her father’s creation of different businesses throughout her childhood.

In February of 2011, Kaylee signed her Beauty Consultant Agreement after falling in love with Mary Kay’s products. She wanted to make some extra money while receiving a discount on all of her favorite cosmetics. While completing her degree, Kaylee worried about not knowing exactly where she was going with her career after graduation and she felt that joining the Mary Kay team could help give her direction. And, at the very least, she recognized that the opportunity would give her experience and additional knowledge on building her own business.

Kaylee highlighted that Euromonitor International named Mary Kay a Top 5 Global Skin Care Brand with over 3 million beauty consultants worldwide. This title reinforced Kaylee’s passion to “help women look and feel beautiful by encouraging people and trying to make a difference in their lives and the community as a whole.” She says one of her favorite things about being a beauty consultant, besides all of the friendships she’s made with other beauty consultants and clients, is “seeing my client’s reaction to their new look.”

Kaylee is looking forward to expanding her business this year into the Luray and Page County wedding industry. She plans to offer her expertise to brides for skin care and color consultations. Additionally, she is working towards being available for on-site wedding day makeup for brides getting married in the area. Contact her for your own personalized skin care and glamour services for events and every day at (540) 244-6415 or kaylee.alger@gmail.com. See more at www.marykay.com/kaylee.alger or follow her on social media at www.facebook.com/kaylee.alger.marykay and www.instagram.com/kayleerose92.

Luray Antique and Design Center



Luray Antique and Design Center is owned and operated by James Jennell and managed by Doris Robbins. James began working at age 13. His father was a builder and his mother was an interior designer, making his talents practically God-given. James has a shop in Old Town Alexandria for many years, but whenever he had a chance he would visit Luray. He found the people friendly and was wowed at the way the area attracted lots of tourists to the beautiful one-of-a-kind Luray Caverns and the historic Mimslyn Inn.

The beauty and quaintness of the Luray drew James in and made him want to provide a new and different type of destination through his antique and design shop. The Town of Luray provides a great stopping point on the way to Skyline Drive and the shop is a wonderful addition to the downtown retail industry.

Stop by and visit them at 358 Tannery Road in Luray; they have everything you need to make your home’s style all your own. Their inventory includes “unique, one-of-a-kind pieces from all over the world” and every visitor is sure to find a treasure. From a 19th century wedding bed to chandeliers from the John Marshall Hotel in Richmond, VA, and more, both experienced and beginner antiquers can spend hours combing through the stock. Additionally, they have the largest crystal collection in the area and offer a wide variety of light fixtures and furniture. Learn more by calling them at (540) 68-6591 or visit their Facebook page at www.facebook.com/Luraydesign.

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[www.youtube.com/
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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 15th of the month prior to the newsletter release. For instance, the next newsletter will be released before the 1st of March, so all ads must be submitted to Katie Long at katie.long@luraypage.com by February 15th. 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. 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. 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. We want to help you find employees, so contact Priscilla at priscilla.montcalm@luraypage.com to add your job opportunities online.



Valentine's Day Specials

Gathering Grounds Patisserie & Café – Valentine's Dinners

Friday & Saturday, February 10th & 11th from 4-8pm

Surf and Turf, Beef Medallions with Brandy Peppercorn Sauce, GG's Crab Cake with tartar sauce, Roasted Potatoes, and Vegetable Du Jour. Vegetarian option: Vegetarian Lasagna with fresh parmesan, served with a mixed green salad.

Desserts www.ggrounds.com

Mamma Mia's – Valentine's Special

Friday, February 10th to Sunday, February 19th

Special limited seating available for our Valentine's Dinner for Two!

\$29.99 includes two salads, two entrees, and a shareable dessert.

(540) 652-6062 www.mammamiarestaurant.net

Wisteria Farm & Vineyard – Valentine's Day Wine & Chocolate Fondue

Saturday-Monday, February 11th - 13th from 12-6 pm

Choose a glass of wine and enjoy a plate of goodies for chocolate fondue. Only \$15.00 per person.

www.wisteriavineyard.com

The Mimslyn Inn - Valentine's Day Dinner + Music

Tuesday, February 14th from 7-10pm

Enjoy a three-course meal of soup or salad, an entrée of your choice, and Chocolate Mousse for dessert. Dinner begins at 7pm with music and dancing from 8-10pm. Stay for the event or book an overnight stay in a historic room, suite, or cottage. Pricing begins at \$49.00 per person. www.mimslyninn.com/events

55 East Main – Beer and Wine Chocolate Tastings

Thursday, February 16th from 6-8pm

Beer/Wine and Chocolate for those who just can't get enough of Valentine's Day!
\$10.00 per person includes tastings and chocolate pairings. www.lurayvabrewgrill.com

Bijou's Sweet Treats – Decorated Cookies

Hand-decorated cookies made using our special sugar cookie recipe. Delicious and beautifully tailored to suit Valentine's Day and can be personalized as desired. Pricing starts at \$2.50 a piece with a minimum order of 2 dozen per style.

(540) 244-0341 www.bijoussweettreats.com

Main Street Bakery & Catering – Sweets for Your Sweetie

Sweetly decorated cupcakes and cookies for your special someone.

(540) 743-6909 www.mainstreetbakery-catering.com

Stanley Volunteer Rescue Squad – 2nd Annual Valentine's Day Fundraiser

Chocolate covered strawberries by the dozen (\$12.00) or half dozen (\$8.00). Free delivery to any school or business in Page County; \$2.00 delivery fee anywhere else.

(540) 742-1532 www.stanleyvolunteerrescuesquad.org

6th Annual Wedding Open Forum



Tuesday, February 28, 2017

4:00-6:00 PM

(Doors Open at 3:30 PM)

Hotel Laurance

2 South Court Street

Luray, VA 22835

Reserve your space with

Gina Hilliard

By: Friday, February 24, 2017

events@luraypage.com

(540) 743-3915

***Roundtable discussion followed by
a networking cocktail hour.***

Light appetizers and drinks will be provided.

Looking to strategically advance your business with innovative ideas and partnerships? This forum will bring together the best wedding professionals in and around Page County. The intimate atmosphere allows for a free exchange of ideas as well as the chance to make lasting connections with peers in the wedding industry. You will leave with innovative ideas and long lasting partnerships. It's about connection and community, not competition. Come with questions and discussion topics for the first hour and ready to hand out business cards and network during the second hour.

We invite you to join us!

Your weddings should be as unique and beautiful as your couples!



***TLC Named Luray #2 Most Beautiful Destination
Wedding Locale in the United States!***



One East Main Street
Luray, VA 22835

Buy your tickets online in advance and get a \$2/ticket discount at
www.performingartsluray.org

February 4 *Lucas Bohn*

This little guy who brings big laughs was recently profiled in *Parade Magazine*. He returns with his smart and audacious blend of schoolboy charm and bad-boy charisma. This is his second appearance at PAL. Get your tickets early. **Last year's performance was sold out.**

Parade



February 25 *Zydeco Jed*

Grab your Mardi Gras beads and your dancing shoes and celebrate an early "Fat Tuesday" with this roots-rock band that blends influences that include rock, jazz, Cajun, country, and the Grateful Dead—Delta style, along with a nod to Bob Dylan, the Meters, Elvis, and more.

March 10-11 *Annual 24-Hour Theater*

On the evening of March 10th, writers, directors, and actors from the region and beyond will assemble to do the impossible—they'll develop one-act plays from scratch and perform them just 24 hours later, on the evening of March 11! Join us, as spectator or participant, in this high-energy event that gets the creative juices flowing.



March 25 *Poetry Slam*

Celebrate the creativity of Luray's next generation in this **FREE** event developed by the Page County Public Schools and PAL. High school and community college students showcase their writing and performing talents in this free-form performance setting. It's a "no holds barred" celebration as the audience votes for the winners!

April 8 *The Knuckle Dusters*

Recent performance venues for this popular Washington, D.C., bluegrass band include the Smithsonian American Art Museum, American University, and the Cosmos Club. Enjoy their blend of traditional old-time fiddle, swing, ragtime, country, blues, and hillbilly-jazz music.



April 22 *An Evening of Short Plays*

Enjoy this selection of short plays culled from exceptional entries in the annual Samuel French Off Off Broadway Short Play Festival, in existence since 1975. The Festival has long served as a doorway to success for many writers.



One East Main Street
Luray, VA 22835

Buy your tickets online in advance and get a \$2/ticket discount at
www.performingartsluray.org



May 13 *Festival of Spring*

The 13th Annual Festival of Spring, free to the public, will feature a one-day celebration throughout the Town of Luray. The PAL Plaza will host **The Annual Beer Garden**, featuring great music and a cash bar.

June-September *Parties on the Plaza*

We'll announce our dates soon for this **series of FREE performances**. Look for great evenings of dance bands, food and drink from our caterers, and a cash bar (local wines and domestic and imported popular and craft beers).



June 2-4 *Main Street Singers*

This choir of local vocalists, under the direction of Dr. Tonya Menard, will present high-energy program that will please audience members of all ages.

July 4 *Thundergun*

Fireworks and classic rock—what a great evening! Celebrate Independence Day with this great local band and watch the fireworks from the best location in Luray. This event is **FREE** on the PAL Plaza and features a cash bar.

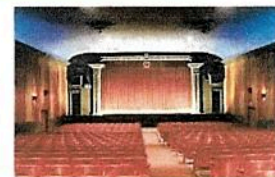


October 14 *Erin Jackson*

Erin performs regularly in New York City's top comedy clubs. She's been featured on *The Ellen DeGeneres Show* and Comedy Central's *Live at Gotham*. *The Washington Post* calls her "The tell-it-to-you-straight girlfriend every woman should have in her crew."

October 20-27 *Fall Community Theater*

Audition and production schedule to be announced. Look for updates on the PAL Facebook page and our website. Join the PAL Players in the tradition of successful recent productions that have included *Tuna Does Vegas* and *The Odd Couple*.



December 2 *Christmas Tree Lighting Ceremony & Celebration*

We're working with other groups in Luray to put on an event to celebrate the annual tree-lighting ceremony and help everyone get in the holiday spirit! Details to follow!

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AMERICANS'
TAX REFUNDS
MAY BE
DELAYED
THIS YEAR.**

If you claim the Earned Income Tax Credit or the Additional Child Tax Credit, the IRS must hold your entire refund until Feb. 15 due to the PATH Act, a new law to help combat tax fraud.

Visit hrblock.com/path
for details.

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If your taxes were prepared by someone other than H&R Block in the past three years, let us conduct a FREE Second Look[®] Review² to make sure you got every credit and deduction you deserve.

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¹Return must be filed January 3 - February 28, 2017 at participating offices to qualify. Type of federal return filed is based on your personal tax situation and IRS rules. Form 1040EZ is generally used by single/married taxpayers with taxable income under \$100,000, no dependents, no itemized deductions, and certain types of income (including wages, salaries, tips, some scholarships/grants, and unemployment compensation). Additional fees apply for Earned Income Credit and certain other additional forms, for state and local returns, and if you select other products and services. Visit hrblock.com/ez to find the nearest participating office or to make an appointment.

²At participating offices. Results vary. All tax situations are different. Fees apply if you have us file a corrected or amended return. The IRS allows taxpayers to amend returns from the previous three tax years to claim additional refunds to which they are entitled. Applies to individual tax returns only. OBTP#B13696 ©2016 HRB Tax Group, Inc.

EMPTY BOWLS

@ LURAY HIGH SCHOOL

MARCH 9, 2017

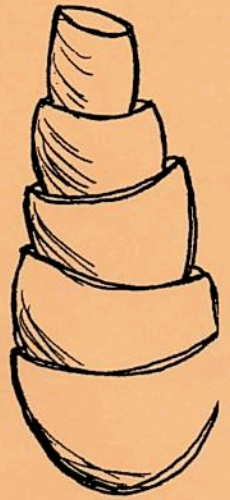
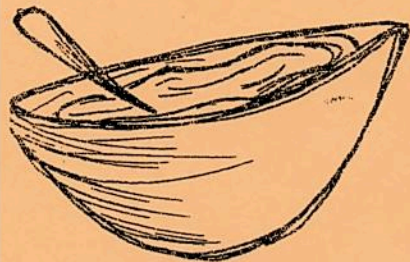
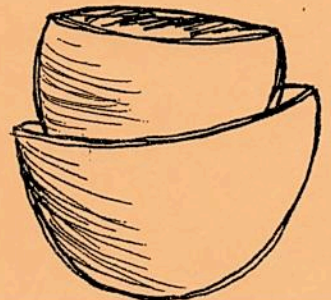
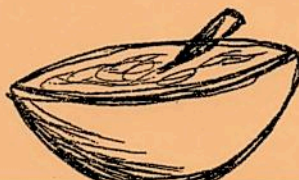
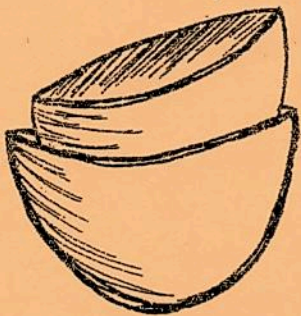
6:00-8:00 pm

Please join us for Empty Bowls Night. Empty Bowls is a fundraising event to help feed our community and fight hunger. This event is being hosted by the Page County art teachers. The idea is simple: Potters, educators, and students create handcrafted bowls. Guests will purchase tickets and in exchange, enjoy soup and choose a handmade bowl to keep as a reminder of all the empty bowls in the world. All funds raised will be donated to Page One.

Tickets are a minimum donation of \$15 per person.

*Tickets will be sold until March 3rd. Tickets may be purchased from any county school, page one or school board office.

Tickets are limited!!!



5K/1K Run Day

On the Greenway

Race Event Organized By:
**Page County Public Schools and
 Page Alliance for
 Community Action**



We are committed to maximizing every student's potential - whatever it takes.



Some proceeds from the event will benefit the James "Spading" Buracker Memorial Community Service Scholarship Fund

Luray Earth Day 5K/1K On the Greenway Registration Form

When: Saturday, April 22, 2017 1K begins at 9:30am, 5K begins at 10:00am
Where: Luray Greenway Mechanic Street Parking Lot
Registration: Return form and payment by March 30th to Page Alliance for Community Action, PO Box 723, Luray, VA 22835

Race Registration:

5K Run/Walk (all ages) \$15.00 (through March 30th) \$20(March 31st through race day)
 Kids 1K Run/Walk (8 and under) \$5.00 (through March 30th) \$10 (March 31st through race day)
 Locals Special- 1 Page County Elementary/Middle School Aged Child FREE
(registrations for each runner must be submitted)

Free registration funded by a grant from Virginia Foundation for Healthy Youth

Please make checks payable to: Page Alliance for Community Action

T-shirt Size (please circle one): **Kid, Men, or Women XS M L XL and XXL (\$2 extra)** (T-shirts available only to participants preregistered by March 30, 2017)

Name: _____ Gender: M or F Age: _____

Address: _____

Email: _____ Phone: _____

Liability Waiver must be signed to participate in the Luray Earth Day 5K/1K on the Greenway

I recognize that running a road race is a potentially hazardous activity. I should not enter and run unless I am medically able and properly trained. I agree to abide by any decision of a race officials relative to my ability to safely complete the run. I assume all risks associated with running in this event including, but not limited to: falls, contact with other participants, the effects of the weather, including cold, snow, and/or ice, high heat and/or humidity, traffic and the conditions of the road, all such risks being known and appreciated by me. Having read this waiver and knowing these facts and in consideration of your accepting my entry, I, for myself and anyone entitled to act on my behalf, waive and release the organizers of the Luray Earth Day 5K/1K on the Greenway, its directors, officers, staff, and volunteers, the town of Luray, and its employees, and all sponsors, their representatives and successors from all claims or liabilities of any kind arising out of my participation in this event even though that liability may arise out of negligence or carelessness on the part of the persons named in this waiver. Further, I grant permission to all of the foregoing to use any photographs, motion pictures, recordings or any other record of this event for any legitimate purpose. For runner's safety,

I understand that headsets, bicycles, scooters, and roller blades are prohibited. Strollers are allowed. **I ALSO**

UNDERSTAND THAT THERE ARE NO REFUNDS FOR THIS EVENT. I GIVE PERMISSION TO USE MY PHOTOGRAPH IN FUTURE EARTH DAY RACE PROMOTIONS.

Signature of Participant: _____

(or parent or guardian if under 18) _____

Date: _____

Online registrations available at www.pagecoalition.org

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