



## 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](http://www.visitluraypage.com)

[www.cabincapital.com](http://www.cabincapital.com)

## January 2019 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, January 8<sup>th</sup> & 22<sup>nd</sup>, 8:00-9:30 AM

**LeadShare.** An active, structured program for providing and receiving business referrals through personal advertising/networking; this group requires regular meetings, so serious participants are encouraged to attend. The meetings are every-other Tuesday from 8:00-9:30 AM in the Chamber of Commerce & Visitor Center Board Room. Join our Chairwoman, Leslie Curre of ALCOVA Mortgage, as this group continues to grow and learn the benefits of direct leads from other business people in our community.

#### Thursday, January 10<sup>th</sup>, 7:30-9:00 AM

**Business Networking Breakfast: Meet & Greet Your Government Officials.** This annual breakfast gathers together the returning and newly elected officials for breakfast and conversation and is a great opportunity to come to one central location to meet and mingle with these men and women. Held at the Mimslyn Inn, breakfast is just \$10.00 for Chamber members and \$15.00 for non-members. RSVP to [events@luraypage.com](mailto:events@luraypage.com) or (540) 743-3915 by Monday, January 7<sup>th</sup> to ensure adequate seating and food.

#### Tuesday, January 15<sup>th</sup>, 12:30-1:00 PM

**Tourism Tuesday.** We will sit down with a member of the Tourism community to discuss their plans for the coming season, the business's services, and what they do in the off-season to prepare. Listen in to 95.3 The River to learn more and contact Katie at [katie.long@luraypage.com](mailto:katie.long@luraypage.com) to be a guest.

#### Thursday, January 17<sup>th</sup>, 5:30-7:00 PM

**Business After Hours.** Join us at the newly opened Stoneyman Valley Ranch (283 Pollock Road, Luray) to tour and get to know this new wedding and event venue. A beautiful barn with views of the valley, Stoneyman had their first event during the 2018 season and is excited to help the wedding industry grow and thrive. Come meet, network, and socialize with owner Diane Hirsch and learn more about her vision. Then, meet their co-host Hearing at Home, a mobile hearing center providing tests, fittings, and all your needs from the comfort of your home!

### Happy New Year!!!

A new year means a fresh start, new ideas, and lots of fun plans for the coming months! We would love to hear from you about your vision and ideas for how the Chamber of Commerce & Visitor Center can grow and continue to serve you and the Page County business community as a whole in the coming year!

Happy 2019,  
Gina, Katie, Clancey, & Edie



**Staff:**

**Gina Hilliard**, President  
**Katie Long**, Communications & Marketing Coordinator  
**Clancey Arnold**, Membership Development & Investment Administrator  
**Edie Emmons**, Chamber & Tourism Assistant

**Board of Directors:**

**Mark Leach**, Chairman of the Board – Delaware North  
**Mark Dofflemyer**, Vice-Chairman of the Board – Pioneer Bank  
**Stephanie Lillard**, Secretary of the Board – Patron  
**Leah Pence**, Treasurer of the Board – Another Wild Hare

**Board Members:**

**Steve Synnott** – Syntelligent Analytic Solutions, LLC  
**Romeo Pugliese** – Mamma Mia’s Italian Restaurant  
**Kim Blosser** – Lord Fairfax Community College  
**Jim Turner** – Hawksbill Brewing Company  
**Bill Fisher** – Hawksbill Home Remodeling  
**Dick Hostelley** – Hostelley & Associates  
**Bill Schumacher** – Fort Valley Ranch  
**John Leiting** – Andersen Corporation  
**John Shaffer**, Chairman of the Tourism Division – Luray Caverns

**Volunteers:**

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

**Chamber Ambassadors:**

**Leslie Curre**, Chair – ALCOVA Mortgage  
**Clancey Arnold**, Co-Chair – Luray-Page County Chamber of Commerce  
**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  
**Nancy Boyer** – Page County Public Forum  
**Kris Garrett** – Integrated Bodyworks, Inc.  
**Vaunice Conway** – Patron  
**Dave Bull** – Patron

**Tourism Council:**

*Restaurants:*

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

*Lodging:*

**Bill Schumacher**, Vice-Chairman – Fort Valley Ranch  
**John Shaffer**, Chairman – Luray Caverns  
**Zory Glaser** – Cardinal Cottage

*Attractions:*

**Nancy Sottosanti**, Treasurer – Shenandoah River Outfitters  
**Sue Ishak** – Wisteria Farm and Vineyard

*Services:*

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

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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[www.youtube.com/VisitLurayPageVA](http://www.youtube.com/VisitLurayPageVA)



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

[www.edwardjones.com](http://www.edwardjones.com)  
Member SIPC

**Edward Jones®**  
MAKING SENSE OF INVESTING

# ARE YOU IN THE LURAY-PAGE COUNTY MEMBERSHIP DIRECTORY?



## 2018 Membership Directory



The most affordable way to market your business is in the Luray-Page County Membership Directory.

### 2019 Membership Directory

- New format!
- More pages!
- Improved graphics!
- Enhanced information!

Showcase your business in the annual business directory.

### Enhancements & Benefits

- Convenient size
- Complimentary design service
- Complimentary photography if needed
- Co-op opportunities - partner with others!
- Affordable ad rates!
- Member to member support
- Cost effective

### Distribution

6,000 Guides printed and distributed annually via:

- Page News & Courier
- Luray-Page County Visitors Center

### Contact us to sponsor an ad in the 2019 Membership Directory

Get in on this new, updated guide by contacting [sales@luraypage.com](mailto:sales@luraypage.com) or calling (540) 743-3915 to speak with us about ad rates, design options, and more.

### Be part of it!

#### DEADLINES:

#### Friday, December 14, 2018

Signed sponsorship contracts due to L-PCCC, plus minimum 50% payment.

*(ALSO: changes to basic listings and items for the calendar are due this day.)*

#### Friday, December 28, 2018

All ad materials (photos, text, etc.) due to L-PCCC.

*(ALSO: Deadline for payment of any outstanding balances for display sponsorships in the 2019 Membership Directory.)*

If you want to update your listing in the Chamber's database, which includes your text listing in the Membership Directory, please verify your information at [www.visitluraypage.com/chamber/directory](http://www.visitluraypage.com/chamber/directory) or contact Katie Long at [katie.long@luraypage.com](mailto:katie.long@luraypage.com) or call (540) 743-3915.



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

18 Campbell Street | Luray, VA 22835 | [www.VisitLurayPage.com](http://www.VisitLurayPage.com)

**For more advertising information contact:**

Email: [sales@luraypage.com](mailto:sales@luraypage.com) | Phone: (540) 743-3915

# LURAY-PAGE COUNTY MEMBERSHIP DIRECTORY 2019 ADVERTISING RATES

Ad Size	Dimensions	Rate
<b>1/16 Page</b> (Only available to members)	1.75" w X 2.4375" d	<b>\$75</b>
<b>1/8 Page Horizontal</b>	3.667" w X 2.4375" d	<b>\$150</b>
<b>1/8 Page Vertical</b>	1.75" w X 4.955" d	<b>\$150</b>
<b>1/4 Page Horizontal</b>	7.5" w X 2.4375" d	<b>\$200</b>
<b>1/4 Page Vertical</b>	3.667" w X 4.955" d	<b>\$200</b>
<b>1/2 Page Horizontal</b>	7.5" w X 4.955" d	<b>\$400</b>
<b>1/2 Page Vertical</b>	3.667" w X 10" d	<b>\$400</b>
<b>Full Page</b> (can "bleed" - need extra .125" all around)	8.5" w X 11" d (plus optional "bleed"—see below)	<b>\$800</b>
<b>Full Page Premium Spots</b> (Front Inside Cover, Back Inside Cover, Back Cover)	8.5" w X 11" d (plus optional "bleed"—see below)	<b>\$1,000</b>

Please note: These rates are not agency commissionable.

## Technical Specifications

Design is in partnership with Page Marketing Solutions.

### Photos

We can accept photos up to 8.5" x 14" for scanning, plus 35mm slides and transparencies. For best reproduction, the photo/slide should be high quality (not too dark or too light, in sharp focus, and with ample contrast).

### Digital photos — high resolution ONLY

**Photos from a website are generally low resolution, and cannot be used in your ad!** Optimal resolution is 300 dots per inch (dpi) at the size it will be used in print.

### Clip art

Save and provide in TIF, EPS, AI, PNG, PSD, PDF, or JPG format. Proprietary formats other than these, such as those from Microsoft Office, are **not** useable.

### Logos

A very sharp printed logo can be scanned (from a printed brochure, letterhead, etc. **on a white background**, or from a laser printer—but **not** from an inkjet printer). We can also accept your logo in the digital formats listed above, but monochrome "line" art must be at least 1200dpi and color or grayscale art must be at least 300dpi at the size to be used in your ad.

### Media

CDs, DVDs, flash drives.  
Files smaller than 20MB can be e-mailed to:  
[sales@luraypage.com](mailto:sales@luraypage.com)

Please contact Jim Austin of Page Marketing Solutions at (866) 893-1490 for a link to a system so you can send larger files up to 2GB.

### Providing complete prepared ads

•All photos or color art **must be CMYK**, not RGB or Indexed Color, and must be 300dpi as per above.

•Instead of providing native application files (i.e., InDesign, QuarkXPress) we require a properly made Adobe Acrobat PDF file (version 8 or later). If other types of files are provided we can recompose the ad, following your layout as closely as possible.

**PDFs: Use high-resolution application settings and Acrobat Distiller "Press" Job Option setting. To be even more precise, use the PDF/X-1a preset for exporting a file from page layout applications such as Adobe InDesign.**

## Additional Charges

- Above rates apply to Chamber members in good standing. An additional \$200 per ad fee applies to non-members.
- Checks are to be made payable to Luray-Page County Chamber of Commerce (L-PCCC).
- You may charge the cost of your sponsorship to Visa, Mastercard, or American Express in person at the Chamber office.

**1/16**

**1/8 H**

**1/8 V**

**1/4 H**

**1/4 V**

**1/2 H**

**1/2 V**

**FULL PAGE**

(This size may "bleed" to page trim edge; if so please include an EXTRA .125" all around, which will be trimmed away)

NOTE: If your ad is not intended to "bleed" -- prepare it to a size of 7.5" w X 10" d.

Better yet, let our partner, Page Marketing Solutions, design it for you at no extra charge

# Free Trial Listing



No Booking Fees. Complete Homeowner Control.  
Rent With Confidence!

**[www.VAvacationrentals.com](http://www.VAvacationrentals.com)**

443-864-4517

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## Virginia Vacation Rentals

**Homeowners: List Your Rental Home Free for 6 Months. No credit card needed. Have complete contact with your renters from the start. Pay no commissions on your rentals.**

**Vacationers: Rent Your Ideal Vacation Rental Home. Save Money. Pay No Booking Fees.**

**Say "Buh-Bye" to the Big Guys**

**[www.VAvacationrentals.com](http://www.VAvacationrentals.com)**

Owned & Operated by a Chincoteague Vacation Rental Homeowner.

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# PACA's POLAR BEAR PLUNGE

Lake Arrowhead, Luray

Saturday February 16, 2019  
11am-2pm

Funds raised will be used to continue PACA's efforts to keep our youth healthy and drug free. Donations and Sponsorships greatly appreciated. [www.pagecoalition.org](http://www.pagecoalition.org) • 540-742-9386

**Registration Fee: \$35 Advanced Registration • \$45 Day of Event**  
All participants receive t-shirt, blanket and hot chocolate/coffee  
Age 11 and up to register

Team registrations accepted for 5 or more at \$30 per person. Team or individual that raises the most \$\$\$ wins a \$500 cash prize to be donated to the non-profit charity of their choice. Costumes welcome, prize awarded for the best overall costume. No wet suits allowed for participants.

- Bring your own lawn chair or beach chair
- Food Vendors will be onsite



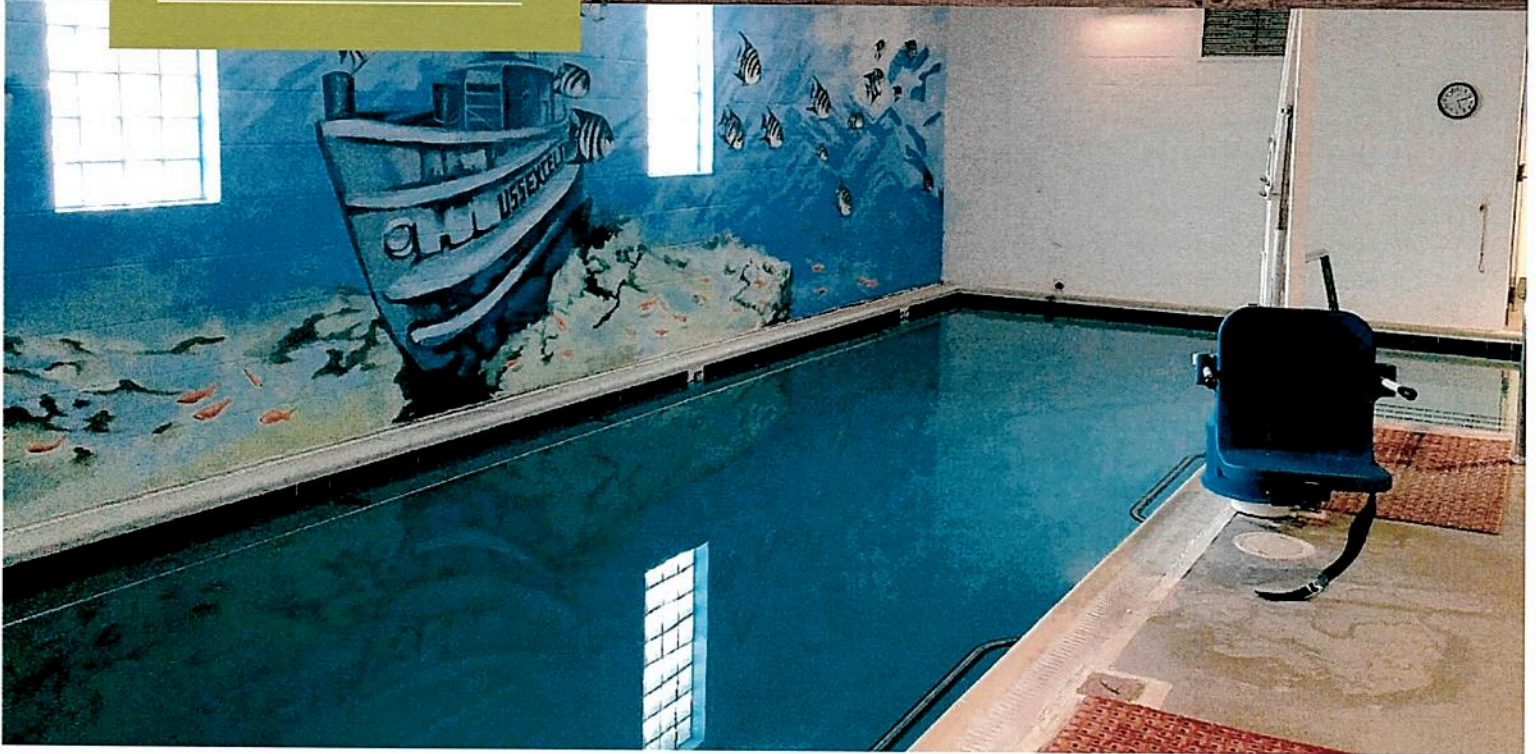
MORE FUN - "Dash OUT" to a glacier to grab tickets for prizes!



Formerly Excel Therapy

200 Leaksville Road • Luray, VA 22835

540-743-0502



## ARE YOU TIRED OF THE COLD?

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*Are you ready to get rid of your aches and pains?*

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Apexnetwork Physical Therapy, formerly Excel Therapy, is offering special winter pricing on low impact Aquatic exercise classes, and community pool use. Offering individual session pricing and discounted multiple sessions.

*Mention this ad and get a free visit in our indoor heated pool.*

Call now as space is limited! 540-743-0502

# HEARING AT HOME

Your partner in hearing



## COMPANY STORY

### VIRGINIA'S FIRST AND ONLY MOBILE HEARING CENTER

Jimmy Stewart and Michael Combs founded Hearing At Home on the principle that every patient deserves the highest level of care possible. Our team of professionals utilizes the most advanced diagnostic equipment to assess and treat each person's unique hearing needs all in the comfort of their own home. We are now able to offer office hours.

**Every Wednesday from 1:00-5:00 pm at Valley Eye clinic, Christopher Deibert, OD, FVAO, 30 Cottage Drive, Luray.**



TAKE OUR  
HEARING AIDS  
OUT FOR A  
**RISK FREE**  
TEST DRIVE.



## NO COST HEARING EVALUATION

Hearing At Home provides in-home hearing healthcare for residents of Harrisonburg, Charlottesville, Richmond, Lynchburg and everywhere in between.

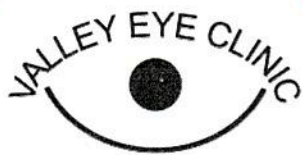
Patients can also be seen in office at Valley Eye clinic, Christopher Deibert, OD, FVAO, every Wednesday from 1:00 pm to 5:00 pm.

**1 WEEK RISK FREE HEARING AID TRIAL**

## OFFICE HOURS EVERY WEEK IN LURAY

Valley Eye Clinic, Christopher Deibert, OD, FVAO has been the Luray area preferred provider of quality eye care since 1990. Hearing At Home is happy to announce our partnership with Valley Eye Clinic to be able to offer **NEW** office hours at their Luray office.

**Every Wednesday from 1:00 pm to 5:00 pm at 30 Cottage Drive, Luray, VA**



Christopher Deibert, OD



"Hear Better, Live Better"



RECEIVE **\$250.00** OFF OF OUR EVERY DAY LOW PRICES WITH THIS COUPON!

CONTACT US AT: **540-908-9494**

VISIT OUR WEBSITE [WWW.HEARINGATHOMEVA.COM](http://WWW.HEARINGATHOMEVA.COM) FOR CURRENT PRICES



**BRIGHT™ RADIO**  
**105-7**  
SASSY SOUL + FUN TIME ROCK & ROLL

*Bodacious Country!™*  
**RASCAL™ 1330**

### 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. 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**



**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:**

	<b>30-Seconds</b>	<b>60 seconds</b>
<b>Bright Radio 105-7</b>	\$5.00 per commercial broadcast	\$10.00 per commercial broadcast
<b>Rascal 1330</b>	\$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**