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

## July 2018 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, July 11<sup>th</sup>, 12:30-1:00 PM

***Valley Business Today*** will feature Dr. Kim Blosser, the new President of Lord Fairfax Community College, as our guest. Dr. Blosser will be discussing the college’s classes, programs, and the plans for the new facility in Page County. If you are interested in being a guest, contact Gina at [gina.hilliard@luraypage.com](mailto:gina.hilliard@luraypage.com).

### Thursday, July 12<sup>th</sup>, 7:30-9:00 AM

***Business Networking Breakfast: Hope with Hospice.*** Patty Fadeley will be our guest speaker for this month. Patty will be presenting on the history and services of Blue Ridge Hospice through an interactive presentation. While typically a taboo and daunting topic, Patty looks to make the event fun and informative. Bring your questions. Contact [events@luraypage.com](mailto:events@luraypage.com) or (540) 743-3915 to RSVP by Monday, July 9<sup>th</sup>.

### Thursday, July 12<sup>th</sup>, 5:00-7:00 PM

***Business After Hours*** is at Massanutten Outdoor WaterPark and Chill Grill with the Harrisonburg-Rockingham County Chamber of Commerce. The event will merge our two counties, Chambers, and amazing businesses to network across county lines. Richards Bus Lines will be offering a shuttle service for members. Pick at the Luray Park and Ride leaves at 4:00 PM and the old Shenandoah Pharmacy parking lot at 4:30 PM. The bus will leave Massanutten at 7:00 PM and drop off at the previously mentioned spots; please reserve your seat on the bus with [events@luraypage.com](mailto:events@luraypage.com) by Monday, July 9<sup>th</sup>. Join us for light refreshments, good conversation, and lots of new faces. Bring your business cards!

### Tuesday, July 17<sup>th</sup>, 12:30-1:00 PM

***Tourism Tuesday*** will feature Lori Painter of Lori’s Pic-A-Place, a shuttle & touring service that provides and coordinates trips for wineries, shows, games, and other special events. Listen in to the River 95.3 to learn more about this business and their upcoming events! If you are interested in being a guest, contact Katie at [katie.long@luraypage.com](mailto:katie.long@luraypage.com).

### Wednesday, July 18<sup>th</sup>, 10:00 AM

***West Main Market Celebrates 10 Years.*** Bill Isenberg and his staff will be celebrating 10 years of serving Luray and Page County residents and visitors at 123 West Main Street in Luray! Join the Chamber, town, and county to celebrate this business with a ribbon-cutting. Light snacks and beverages will be provided. West Main will also be offering a 10% discount on all orders for the remainder of the day.

### Monday, July 23<sup>rd</sup>, 8:00-9:30 AM

***LeadShare.*** Join our lead, Leslie Currle of ALCOVA Mortgage, for our first ever LeadShare meeting. LeadShare is an active, structured program for providing and receiving business referrals through personal advertising/networking. Regular meetings are required for this group, so serious participants are encouraged to attend. Join us for the meeting in the Luray-Page County Chamber Board Room; RSVP to [events@luraypage.com](mailto:events@luraypage.com) by Wednesday, July 18<sup>th</sup> to reserve your spot.

### Friday, July 27<sup>th</sup>, 7:00 PM

***Page County Movie Night: Wonder.*** This month’s movie will be held at the Ralph H. Dean Recreation Park in Luray thanks to the towns, county, and our amazing sponsors! Come early for the Resource Fair and enter to win the movie on DVD; the movie will start at sunset. Free popcorn, free drinks, and of course a free showing of the movie. Kids’ activities include face painting, barrel train rides, bounce house, and balloon artistry. Bring your lawn chair or a blanket and enjoy this touching story of a young boy who has a facial deformity and his struggle to adapt to public school, 5<sup>th</sup> grade, and making friends. [www.facebook.com/events/421450951653100](http://www.facebook.com/events/421450951653100)

### Saturday, July 28<sup>th</sup>, 10:00 AM

***Steve’s Archery & Guns Celebrates 35 Years.*** Steve’s Archery & Guns in Shenandoah (261 Massanutten Avenue) is celebrating 35 years in business this month. Join the Chamber, town, and county to celebrate this business with a ribbon-cutting. There will be a customer appreciation celebration beginning at 11:00 AM until 6:00 PM. Steve’s will have food, door prizes, and some discounts/sales throughout the event.

## Follow Us:



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**New Member Highlights**

**Compass Tea Room**

Lisa Smith, owner and operator of Compass Tea Room, moved to Charlottesville a few years ago and had the opportunity to visit Luray. Upon arriving in town, she felt like she had finally come home. With ancestors from the area, she began looking for a pet-friendly apartment before deciding to just buy a house and put down roots.

Compass Tea Room got its name during a brainstorming session between Lisa and a friend. Lisa’s been fascinated with compasses since she took an orienteering class and felt that having “found [her] direction in life” she felt the tea room was her life’s compass. Lisa’s background includes a long career in retail management and operations; she was a sales coordinator and corporate trainer in Silicon Valley. This skill set will be perfect for blending the tea and retail sides of her new business.

The tea side of Compass Tea Room will offer bag and loose leaf teas, brewed coffee, a selection of chocolatey sweets and confections, locally-made goodies, and a comfortable seating area. The retail side of the business will have a selection of fair trade clothing and jewelry, books on living a healthy life, Lisa’s own line of blended oils, and a line of ‘Elements’ body butters and lip balms. The merging of these two sides into one business furthers Lisa’s hope that the business “will be a place to bring a sense of belonging to all who come” through her doors. Compass Tea Room is still undergoing some renovations at 5 Broad Street in Luray, but looks to open in the next few months. With plans to offer Wi-Fi and extended hours, til 9:00 PM, Lisa is excited and enthusiastic for this new chapter of her life. Welcome her via email, [sadielillian@live.com](mailto:sadielillian@live.com), or phone, (989) 709-0478.

**CUED-IN, Inc.**

CUED-IN is “an app based software that helps students navigate the financial road to a career, whether that road takes them through college, trade school or apprenticeships.” The goal is to provide their clients with “the knowledge to make better career decisions.” They work directly with students, parents, counselors, and businesses to bring each party to success.



CUED-IN helps students stay “connected with local jobs, scholarships, and future possibilities,” while the parent portion will allows adults to see how their student is progressing with jobs, trade schools, colleges, and scholarships. The counselor portion will help high school counselors better guide their students as they leave the education system to pursue higher ed, the trades, or to jump into the workforce. For businesses, CUED-IN wants to help connect the student employees with the business community to expand the talent pool within our community. Qualified businesses are encouraged to “sign up to offer quality positions to the students in the area to help them grow and succeed in life.” CUED-IN, Inc. is still working on growing their offerings and building their databases for both employees and employers. Located at 343 West Bruce Street in Harrisonburg, contact Seth Marsh, Founder/CEO, at (540) 820-7384 or [seth.marsh@cued-in.com](mailto:seth.marsh@cued-in.com) for additional information or visit their website at <http://cued-in.com/> to learn more.

**Fedscale, Inc.**



Fedscale, Inc. is “boosting government productivity & IT capability with the power of partnership.” Their goal is to deliver “the most innovative and highest performing products and IT solutions in the industry to ensure our partners reach their end goals.” Offering value-added re-sales, cloud solutions, cyber security, and management services, Fedscale was incorporated in 2013 and is headquartered in Luray, VA at 1 North Broad Street, Suite B.

The team is made up of a IT specialists holding certifications from leading manufacturers and organizations with an “agile and highly responsive business network to support even the most demanding contractual and technical project requirements.” They are a HUBZone certified, Women Owned, and Minority-owned Small Business “serving nationwide clients with innovative IT acquisitions and support services in the federal government and defense industries.” Fedscale believes that no matter the size of the business or department, “you can leverage technology to operate and compete more effectively. Their clients include the U.S. Department of Justice, U.S. Department of Labor, U.S. Department of Energy, U.S. Department of Veterans Affairs, U.S. Department of the Air Force, United States Army, and more. Find out more on their website, [www.Fedscale.com](http://www.Fedscale.com), or contact Michael Clark for Sales Support at (703) 896-8700 or [michael.clark@fedscale.com](mailto:michael.clark@fedscale.com).

**Living Legacy**

The project that is currently being undertaken to restore the old Andrew Jackson School at 630 West Main Street in Luray, Living Legacy is a community-based organization that “wants to become your ‘New Best Friend.’”

With a goal to “maintain the heritage of community service for which the building is known, and at the same time ...to make it self-sufficient through practical programming.” Having received non-profit status in 2017 and creating a Board of



Directors shortly thereafter, they are working on preservation and restoration of the building and fine-tuning future programs and they can use the community’s assistance with both. Their programs will include after school events, a clothes closet, literacy service, on-site counseling, senior programs, and tech services in addition to the ability to rent the main hall for community and social events.

The school was first founded about 1891 and was named for an African-American merchant who ran a general store and donated land for the school. The first renovation was in 1923 and enrolled students Grades 1-11 and continued to do so until 1958 when the West Luray School, where the Page County School Administration Offices are currently located, opened. Brown vs. Board of Education closed both segregated schools and in the early 1960s the building was purchased as a dance hall. In the 1970s and 80s it was used as a Civic Center and housed the St. Mark African Methodist Episcopal (AME) Zion Church. The building’s history highlights its central purpose as a community-focused site, which the board is looking to continue. Contact Audre King, CEO, or Del Price, CFO, at (410) 206-1814, [dprice646@gmail.com](mailto:dprice646@gmail.com), or [www.facebook.com/WLurayRecCenter](https://www.facebook.com/WLurayRecCenter), to find out more about the history, renovations, and how you can support their on-going efforts. The Living Legacy membership was sponsored by Kelly Zitzer.

**Lydia J. Designs**



Lydia J. Designs is owned and operated by its namesake, Lydia Sites. After graduating from Luray High School, Lydia decided to train at Page County Technical Center, from which she received an apprenticeship at High Tech Salon in Harrisonburg. Lydia got her start doing prom and homecoming makeup for her clients. Her decision to begin offering her services to brides was driven by a desire to bring “inner beauty to the outside on a day that [brides] will remember forever.”

Lydia is working full-time at Spa 122 in New Market, but is offering her on-site services to brides and wedding venues around Page County and the Shenandoah Valley and

beyond as requested. For makeup, Lydia uses her own supplies, unless specifically requested by a client due to allergies or other reasons. Some of her favorite products include Mac lipsticks and foundations, Tarte mascara, and Urban Decay primers and foundations.

While she is the sole owner and operator, she has another person or two who can assist for larger parties. Lydia J. Designs is still offering hair and makeup for prom and homecoming, but is expanding into the local wedding industry as well. Lydia is driven by her passion to help people feel beautiful and good about themselves during every special occasion. Contact Lydia at (540) 742-4604 or [valjmu2003@gmail.com](mailto:valjmu2003@gmail.com) for additional information and to book a trial for your next big event.

**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 420+ members in addition to state and local government officials.

Deadline for submissions is the 15<sup>th</sup> of the month prior to the newsletter release. For instance, the next newsletter will be released before the 1<sup>st</sup> of August, so all ads must be submitted to Katie Long at [katie.long@luraypage.com](mailto:katie.long@luraypage.com) by July 15<sup>th</sup>.

**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. If you are interested in updating your discount or offering a new discount, contact Katie at [katie.long@luraypage.com](mailto:katie.long@luraypage.com) or (540) 743-3915.

\*This month we encourage you to check out River’s Bend Guest Ranch.  
Show your card to receive 10% off lodging!.\*

**Chamber Hot Deals** – By using Hot Deals through the Chamber, 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. If you would like to offer your own Hot Deals, please send your information to Katie at [katie.long@luraypage.com](mailto:katie.long@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. We want to help you find employees, so contact Katie at [katie.long@luraypage.com](mailto:katie.long@luraypage.com) to add your job opportunities to our list.





**United Way of Northern  
Shenandoah Valley**

# DAY OF CARING

## GIVE BACK TO YOUR COMMUNITY

### REGISTRATION IS LIVE FOR DAY OF CARING!

Day of Caring is September 12th & 13th, 2018! This year for the first time, Day of Caring will cover TWO DAYS! September 12th will be for Winchester City, Frederick & Clarke Counties. September 13th will be for Shenandoah and Page Counties!

Don't miss your opportunity to participate! If you are planning on volunteering, make sure you are registered by August 10th to get your requested t-shirt size!

### VOLUNTEER:

Assemble your work, church or social group for a team on Day of Caring! Deadline is August 10th!

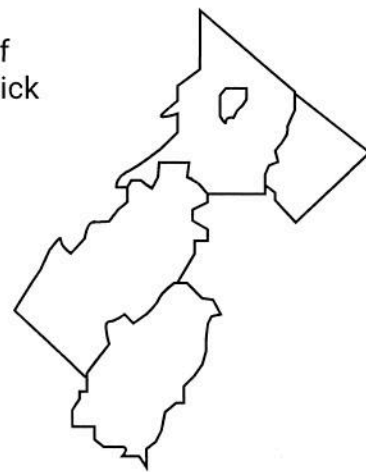
### SUBMIT A PROJECT:

Any 501-C3 nonprofit can submit a project for Day of Caring! Projects must be located in Winchester City, Frederick, Clarke, Shenandoah or Page Counties!

### SPONSOR:

Day of Caring doesn't happen without community support! Make sure your company or organization is on the shirt that more than 1,000 volunteers will be wearing this September!

Learn more now by visiting our website: <https://www.unitedwaynsv.org/day-caring>



## CONQUER THE RACE. LOVE THE TOWN. COME SWIM, BIKE, & RUN (OR VOLUNTEER) IN LURAY!

Register now for the Luray Triathlon! United Way NSV is a race partner and beneficiary!

**VOLUNTEER!** Volunteer manpower lowers the cost for the organizer to put on this event - which translates to a larger donation coming back to United Way!

We have hundreds of volunteer spots available for your family, friends or group!

Questions about volunteering? Reach out to United Way!



**AUGUST 16TH - 19TH, 2018**

Contact United Way of Northern Shenandoah Valley  
(540) 536-1610 | [UnitedWayNSV.org](http://UnitedWayNSV.org) | [info@unitedwaynsv.org](mailto:info@unitedwaynsv.org)





United Way of Northern  
Shenandoah Valley

## UNITED WAY GIVES OUT OVER \$130,000 TO SHENANDOAH & PAGE COUNTY CHARITIES

United Way of Northern Shenandoah Valley (NSV) reaffirmed its commitment to graduate more kids, lift families and individuals to financial stability and create a healthier community when its board of directors approved funding recommendations made by community volunteers for the 2018-2019 Community Impact Grant Program.

**Five agencies located in Page County are receiving Impact Grants in 2018-2019! Through the Impact Grant Program, United Way will invest more than \$71,530 in programs in Shenandoah County and \$61,421 Page County throughout the 2018-2019 year.**

United Way undertook a rigorous decision-making process to determine the grant allocations. Nearly 3,000 donors entrust their contributions to the United Way Community Impact Fund with the confidence that the United Way's Board and staff will work with community organizations and leaders to invest in the most impactful programs.



Grant panel volunteers discuss recommended funding for Shenandoah and Page Counties

"Through the extensive grant vetting process, we hope to address the most pressing needs in our community that have been identified through our needs assessment, in the most efficient and effective way possible" said Kurt Beyreis, Chair of the Fund Distribution Committee.

Sixty community volunteers devoted more than 1,200 hours to determine the best programs and services our region has to offer. They read proposals, analyzed financial statements, visited agencies, and deliberated for many hours. The program grants for 41 different agencies that were announced have been thoroughly vetted and evaluated on factors including alignment

with United Way's strategies; ability to make positive, lasting impact; transformative approach to working collaboratively; and capacity to achieve program goals.

One of the grants awarded this year was for \$15,000 to support a housing program from Page One of Page County. The program will provide assistance to low income families with emergency financial needs, such as rent and utility bills in order to prevent homelessness for at-risk families. This new program for United Way of Northern Shenandoah Valley aligns with community priority needs, specifically to help people in crisis meet their basic needs and become self-sufficient.

"We're committed to creating meaningful change in the Northern Shenandoah Valley," said United Way President and CEO Nadine Pottinga. "One way we drive change is by investing in the best local education, income and health programs to impact our community's kids and their families."

To see the full list of Impact Grant Awards for 2018, visit [UnitedWayNSV.org](http://UnitedWayNSV.org).

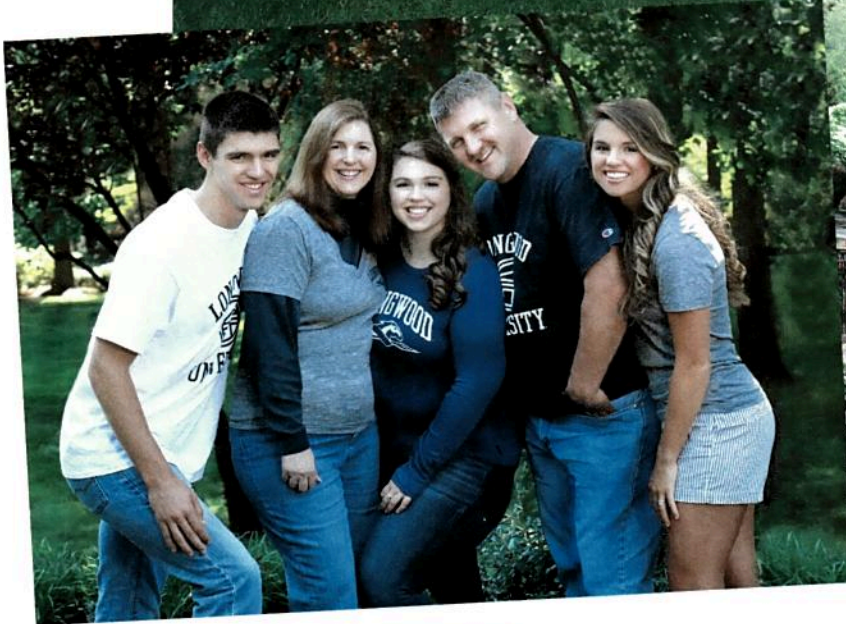
Contact United Way of Northern Shenandoah Valley  
(540) 536-1610 | [UnitedWayNSV.org](http://UnitedWayNSV.org) | [info@unitedwaynsv.org](mailto:info@unitedwaynsv.org)



# Robert Good

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LOVE of  
what you are doing  
or learning to do.

-PELE







**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:**

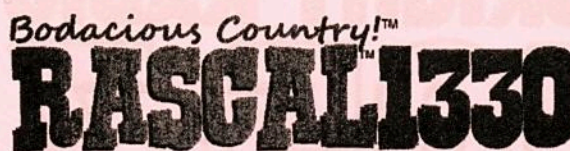
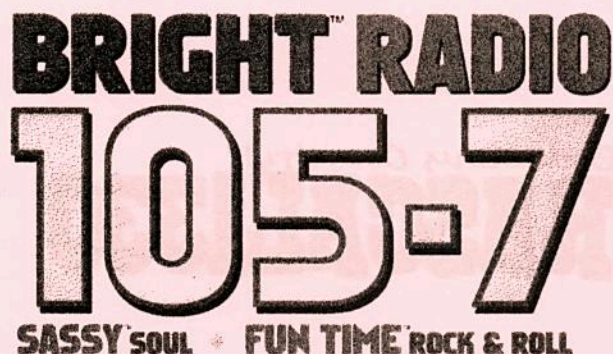
	<b>30-Seconds</b>	<b>60 seconds</b>
<b>Bright Radio 105-7</b>	\$5.00 per commercial broadcast	\$10.00 per commercial broadcast
<b>Rascal 1330</b>	\$2.50 per commercial broadcast	\$ 5.00 per commercial broadcast

- **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**





## 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**