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**Clancey Arnold**, Membership Development & Investment Administrator  
**Danae Alger**, Administrative & Events Assistant  
**Edie Emmons**, Social Media & Marketing Assistant  
**Joanne Kane**, Communications & Marketing Assistant

**Board of Directors:**

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**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:*

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**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:*

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**Jim Sims** – The Mimslyn Inn

*Lodging:*

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**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**

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www.visitluraypage.com

**July 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**

**Thursday, July 2<sup>nd</sup>, 10:00 AM**

**Chamber Coffee and Conversation: Massanutten Resort.** Morgan Mowbray with Massanutten Resort, will join Gina Hilliard, Chamber/Visitor Center President, to discuss the impact of COVID-19 on Massanutten Resort and guidelines in place for operating during “Forward Virginia.” Register in advance for this webinar: [https://us02web.zoom.us/webinar/register/WN\\_tvfWMBsJS5q-sNyGxS2i\\_Q](https://us02web.zoom.us/webinar/register/WN_tvfWMBsJS5q-sNyGxS2i_Q). After registering, you will receive a confirmation email containing information about joining the webinar. 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.

**Tuesday, July 7<sup>th</sup> and 21<sup>st</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 every other Tuesday in the Chamber/Visitor Center Boardroom and receive direct leads from other No registration required. Chamber Members are invited to attend whenever their schedule allows. Please remember to bring a mask.

**Tuesday, July 7<sup>th</sup>, 14<sup>th</sup>, 21<sup>st</sup>, and 28<sup>th</sup> 10:00 AM**

**Coffee and Conversation: Delaware North at Shenandoah National Park.** Helen Morton, with Delaware North at Shenandoah National Park, will join Gina Hilliard, Chamber/Visitor Center President, to discuss the impact of COVID-19 on Delaware North and guidelines in place for operating during “Forward Virginia.” Register in advance for this meeting at [https://us02web.zoom.us/webinar/register/WN\\_2X\\_2v9L-Sv-VKG008oipTw](https://us02web.zoom.us/webinar/register/WN_2X_2v9L-Sv-VKG008oipTw). After registering, you will receive a confirmation email containing information about joining the meeting. 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.

**Thursday, July 9<sup>th</sup> 10:00 AM**

**Chamber Coffee and Conversation: Local Real Estate Market.** Join Chamber & Visitor Center President, Regina Hillard, along with representatives from our local real estate industry. Our panelists, Bill Dudley, with Bill Dudley & Associates Real Estate, and Kemper Funkhouser, with Funkhouser Real Estate Group will be discussing the impact of COVID-19 on the local real estate industry, as well as the current conditions of our local real estate market. Register in advance for this webinar at [https://us02web.zoom.us/webinar/register/WN\\_4dcPQejnRP6jFDwfEV71UQ](https://us02web.zoom.us/webinar/register/WN_4dcPQejnRP6jFDwfEV71UQ). After registering, you will receive a confirmation email containing information about joining the webinar. 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.

**Tuesday, July 14<sup>th</sup> 10:00 AM**

**Chamber Coffee and Conversation: Cabin Capital of Virginia.** Join Chamber & Visitor Center President, Regina Hillard, along with representatives from our local cabin rental industry. Our panelists, Lynette Shenk, with Lazy Bear Lodge and Terye Williams, with Cabins at Deer Run, will be discussing the impact of COVID-19 on our local cabin rentals and guidelines in place for operation during “Forward Virginia.” Register in advance for this webinar at [https://us02web.zoom.us/webinar/register/WN\\_HCjGAZMzRTEh5aZGtMsZQ](https://us02web.zoom.us/webinar/register/WN_HCjGAZMzRTEh5aZGtMsZQ). After registering, you will receive a confirmation email containing information about joining the webinar. 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.

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### Thursday, July 16<sup>th</sup>, 5:30- 7:00 PM

**Business After Hours.** Luray Caverns & Special Events will be hosting July's Business After Hours at Shawnee Farms Estate, 2816 Old Forge Road, Luray. Situated on 150 acres of rolling farmland, with sweeping views of Shenandoah National Park and the Blue Ridge Mountains, this historic estate offers a variety of lovely areas, and quaint gardens, surrounded by breathtaking views. Enjoy tasty appetizers as you socialize and take in the beauty of this brand-new wedding and events venue. 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. This will be our first in person Business After Hours since February. The Chamber staff has missed seeing all our Chamber members and looks forward to reconnecting and socializing in person. It's time to get together and enjoy each other's company! Please remember to bring a mask.

### Tuesday, July 21<sup>st</sup>, 10:00 AM

**Chamber Coffee and Conversation: Bed and Breakfast.** Join Chamber & Visitor Center President, Regina Hillard, along with representatives from our local Bed and Breakfast industry. Our Panelists from Mayneview Bed and Breakfast and South Court Inn will be discussing the impact of COVID-19 on reservations and guidelines in place for operating during "Forward Virginia." Register in advance for this webinar: [https://us02web.zoom.us/webinar/register/WN\\_Ez7wIMV0TyehcnN4f7mIA](https://us02web.zoom.us/webinar/register/WN_Ez7wIMV0TyehcnN4f7mIA). After registering, you will receive a confirmation email containing information about joining the webinar. 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.

### Tuesday, June 21<sup>st</sup>, 12:00-12:30

**Tourism Tuesday Radio Show.** Lesley Mack, with Birdsong Pleasure Garden will be talking with Edie Emmons. Listen in to the River 95.3 or listen to the podcast at <https://theriver953.com/podcasts/the-valley-today/> to hear about Birdsong Pleasure Garden's plans for the summer of 2020. To be a future guest on the Tourism Tuesday Radio Show, contact Eddie Emmons at [edie.emmons@luraypage.com](mailto:edie.emmons@luraypage.com).

### Thursday, July 23<sup>rd</sup>, 5:30-7:00 PM

**Women in Business - Ladies Night Out.** Join our Women in Business at Wisteria Farm and Vineyard for a casual social. Come unwind and enjoy the company of other likeminded women as we chat and connect over some wine. We look forward to seeing you, as we get ready to close out another hectic workweek! RSVP to [events@luraypage.com](mailto:events@luraypage.com) by Tuesday, July 21<sup>st</sup>. Please remember to bring a mask.

## Member Spotlight



### Pioneer Bank

Pioneer Bank, 252 East Main Street, Stanley, is an independent, locally owned community bank with deep roots in Page County. The bank has called Page County home since 1909. With headquarters in the Town of Stanley, Pioneer Bank is proud of its long history, and to be the only bank with its corporate home offices headquartered in our county. The financial institution has full-service banking facilities with knowledgeable, friendly staff in Stanley, Shenandoah, Luray,

Harrisonburg, Standardsville, Ruckersville, and Charlottesville. A broad range of banking products are provided, along with a loan portfolio that emphasizes, real estate, consumer, small business, commercial and farming interests. A list of services includes free checking, interest checking, statement savings, mobile banking, debit/ATM cards, bill pay and e-statements, CDs, IRAs and ATMs. For business owners, the list of services includes business checking, commercial checking, non-profit checking, business loans, cash management services and remote deposit capture. Financial Advisor services are also offered, along with a list of investment options to meet retirement planning needs. As technology advances and the financial landscape changes, Pioneer Bank will continue to provide quality personal services to a growing and diverse customer base, with a goal to "remain an independent, community owned institution; large enough to serve you, yet small enough to know your name." As a local bank, Pioneer Bank extends financial support to our schools, volunteer service organizations and community groups. For more information, visit <https://www.pioneerbks.com/> or <https://www.facebook.com/Pioneerbks4U/> or contact (540) 778-2294 or [dwilliams@pioneerbank.com](mailto:dwilliams@pioneerbank.com).

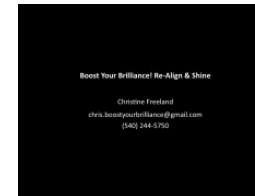
## New Member Highlights



### Blue Ridge Hospice

Blue Ridge Hospice's philosophy of care focuses on medical and personal comfort in the last days of life. Care is centered on comfort, pain management and quality of life. Services include the Blue Ridge Hospice Inpatient Care Center, a comfortable, home-like environment with 24-hour nursing care, and private rooms, with round the clock visiting hours. Respite Care is short term care, providing relief care for in-home caregivers, who require a break from caring for loved ones. Patients can receive 24-hour facility care for up to

5 consecutive days, fully covered as a Medicare Hospice Benefit. Music Therapy is provided by board-certified music therapists, providing relaxation, improving sleep, alleviating pain, reducing anxiety, and elevating mood. Bereavement Counselors provide Grief Support services, including individual grief counseling, educational workshops, telephone outreach, resource materials and support groups. Spiritual Support is offered and has been scientifically proven to lower levels of pain and increase comfort and quality of life. Blue Ridge Hospice has partnered with We Honor Veterans to provide veteran focused end of life care. Pet Therapy rounds out the list of services. Pets provide patients with companionship; reduce anxiety and stress and increase joy and relaxation. For more information, on Blue Ridge Hospice, located at 333 W. Cork Street, Unit 405, Winchester, VA, visit <https://brhospice.org/> or <https://www.facebook.com/brhospice/>, or contact (540)313-9278 or [jtaucci@blueridgehospice.org](mailto:jtaucci@blueridgehospice.org).



### Boost Your Brilliance! Re-Align & Shine

Christine Freeland, attended an out of the box leadership workshop in 2018, intended to help individuals identify what is most important to them in their personal lives, as well as in their work. The simplicity and power of this process proved to be light-bulb moment for Christine. She immediately thought, "Nobody does this for people. What an amazing tool!" Deciding that she wanted to help people connect to their unique and amazing gifts, to re-energize (boost their brilliance), empower, and engage themselves in life and work, she

pursued certification and opened her own business in January 2020. In this process, referred to as "The Passion Test", Christine has been formally and informally making positive impacts in people's lives, and continually learning about new tools to add to her services. Through her experience as co-creator and leader of a national employee work group dedicated to fostering empowerment, improve culture, and engagement, she has seen great success, when both the head and heart are engaged in leadership, business and careers. Her passion is helping people succeed and lead happier, more fulfilling lives, which results in improved health and wellbeing. Services provided in person or via Zoom include, consultations for business owners and executive leaders, consultations for individuals who want to advance personally and professionally, Personal Development Workshops, Employee Engagement Workshops, and Leadership Workshops promoting a Positive Work Culture. For more information, visit [www.boostyourbrilliance.com](http://www.boostyourbrilliance.com) or contact (540) 244-5750 or [chris.boostyourbrilliance@gmail.com](mailto:chris.boostyourbrilliance@gmail.com).



### Briar Laine, Inc

Briar Laine, Inc., a custom home building company in the Pacific Northwest, was created in 2005 by Don and Cindy Hilliard. Cindy oversaw construction, while Don continued his job as Sales Manager for Boise Cascade, in Woodinville, WA. After completing just two houses, the recession hit and the demand for custom homes halted. It took a while to figure out what direction to take the company. Both Cindy and Don have always been passionate about food, and after some research, decided to create Briar Laine Personal Chef Service, and the company has been going strong

ever since. Choosing a name for the company came easy. Cindy's Grandpa Fat (Yep that was the name he went by!) purchased a home on Hood Canal in Washington back in the early 60's, called Briar Lane. As a child, the home was, and as an adult continues to be her "Happy Place"; so, when the time came time to choose a name for the company, Briar Laine seemed the obvious choice! In the spring of 2019, after a conversation with friends about home prices in South Carolina VS. Washington, Don decided to look at property in his hometown of Luray. Six weeks later they were the proud owners of Briar Laine House, 146 East Main Street, in downtown Luray. Cindy and Don have completely renovated the 1800 Farmhouse and have opened it as a Vacation Rental. Accommodations include a 5-bedroom unit and a 2 bedroom unit, each featuring a full kitchen. For more information, visit [www.briarlaine.com](http://www.briarlaine.com) or <https://www.facebook.com/briarlaine/> or contact (425)442-0087 or [briarlaine@gmail.com](mailto:briarlaine@gmail.com).