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Lodging: Bill Schumacher, Vice-Chairman - Fort Valley Ranch Lisa Franceschini – Luray Mountain Cabins **Zory Glaser** – Cardinal Cottage

Attractions: Nancy Sottosanti, Treasurer – Shenandoah River Outfitters John Shaffer, Chairman – Luray Caverns

Services: Darrell Hulver – Page Co-Op Farm Bureau Helen Morton – Delaware North

Liz Lewis – Page County Economic Development & Tourism Sally Hurlbert - Shenandoah National Park

Help Us Welcome Our New Members:	Cabins at Deer Run LLC 301 McDaniel Lane Shenandoah, VA 22849 (540) 435-6201 info@cabinsatdeerrun.com www.cabinsatdeerrun.com	CBM Mortgage, Inc. 912 Hometown Way Front Royal, VA 22630 (540) 635-1112 <i>customerservice@cbmmortgage.com</i> www.cbmmortgage.com	Copper Fox Distillery 9 River Lane Sperryville, VA 22740 (540) 987-8554 www.copperfox.biz	Integrated Bodyworks, Inc. 273 Mockingbird Lane Luray, VA 22835 (302) 530-1549 <i>farridrerva@gmail.com</i> www.facebook.com/ integratedbodyworksmassagetherapy
Lori's Pic-A-Place Travel, LLC 1288 Piney Woods Road Luray, VA 22835 (540) 778-2005 lorispicaplace@gmail.com www.lorispicaplace.com	Mattie's Soft Serve 1438 Goodrich Road Stanley, VA 22851 (540) 560-4550 Gregfoltz76@gmail.com www.facebook.com/ mattiessoftserve	Page Public Library – A Branch of Massanutten Regional Library 100 Zerkel Street Luray, VA 22835 (540) 434-4475 advancement@mrlib.org www.mrlib.org/page	Shenandoah Community Library – A Branch of Massanutten Regional Library 418 South Third Street Shenandoah, VA 22849 (540) 652-2665 advancement@mrlib.org www.mrlib.org/shenandoah	Patrons: Eric & Becky Smith 4067 Mill Creek Road Luray, VA 22835 (540) 843-4398 rebeccalynnbs@hotmail.com Vaunice Conway 49 Brumback Avenue Luray, VA 22835 (703) 980-4503

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

March 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."

Thursday, March 8th, 7:30-9:00 AM

Business Networking Breakfast: Tax Reform. Join Brown Edwards & Company, L.L.P. for a presentation on the sweeping changes to the corporate and individual tax rates, increased depreciation deductions, increased estate tax exemptions, pass-through entity provisions, and more. The seminar will be held at the Mimslyn Inn for breakfast and an informational speaker. RSVP by Thursday, March 1st to events@luraypage.com or (540) 743-3915 to ensure adequate seating.

Wednesday, March 14th, 12:30-1:00 PM

Valley Business Today will feature Gina Mullins, the Community Liaison for Home Instead Senior Care; listen to 95.3 The River to learn more about their business and services. If you are interested in being a guest, contact Penny at penny.griffith@luraypage.com.

Thursday, March 15th, 5:30-7:00 PM

Business After Hours is hosted by Inspiring Dreams Studio at 14 West Main Street in Luray. Come enjoy light refreshments, networking, and getting to know more about the studio instructors and classes. Don't forget your business cards!

Tuesday, March 20th, 12:30-1:00 PM

Tourism Tuesday will feature the new Festival of the Arts in Downtown Luray on March 23rd-25th. Listen in to 95.3 The River for additional details on this festival and the participating artists. If you are interested in being a guest, contact Penny at penny.griffith@luraypage.com.

Thursday, March 22nd, 4:00-6:00 PM

Cabin Capital Open Forum is hosted by the Luray-Page County Chamber of Commerce at River's Bend Ranch in Stanley. Come mix and mingle with other businesses in the cabin industry in and around Page County! This open forum is a roundtable discussion with a small panel. Panelists include our local ABC agent and the Luray Police Department, so bring topics, ideas, and concerns to discuss with the group. RSVP by Tuesday, March 20th to events@luraypage.com to ensure adequate seating. Light refreshments will be served.

www.facebook.com/ VisitLurayPage

www.twitter.com/ *VisitLurayPage*



Chamber Events

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New Member Highlights

Cabins at Deer Run LLC



The Cabins at Deer Run consist of the Cuddly Cub and Spotted Fawn with more coming soon as the owners plan to expand and grow the company. Offering serenity with their luxury log cabin getaways, the cabins are fully equipped with all the amenities guests need for "soothing your senses and soul with peaceful properties." Nestled in the forest, guests are encouraged to star gaze on the porch "or enjoy the sweet serene sounds of nature as you sip coffee on the screened in deck.'

The Cuddle Cub is the smaller cabin and can accommodate up to 8 guests and the Spotted Fawn is larger with the ability to sleep up to 12. Both cabins have hot tubs, a screened porch, BBQ area, and Chiminea to assist guests looking for relaxation outside. Inside the cabins, wood-burning fireplaces greet visitors and add to the other interior amenities, including a fullyequipped kitchen, Wi-Fi, DirecTV, and Sirius XM radio surround sound. Both cabins have unique touches that the owners have added to create a cozy and inviting space for anyone looking for an escape in the Shenandoah Valley. These touches include spiral staircases between the main floor and the upstairs rooms, new appliances in the kitchen, and a washer and dryer for use. See more at www.cabinsatdeerrun.com or contact the owners, Steve and Nancy Jo Shelton, at (540) 435-6201 or info@cabinsatdeerrun.com.

CBM Mortgage, Inc.

CBM Mortgage is a locally owned and operated mortgage financing company "devoted to helping you get the best possible home loan solution." Based in Front Royal, VA, there are CBM branch offices in Winchester and Strasburg as well to provide their clients with "the highest quality customer service in the Shenandoah Valley" since they opened in 2005.



With an experienced staff that takes the time to explore and explain all options and answer questions to find the best match, CBM is the first step towards "purchasing a new home or refinancing your current mortgage." As their website states, preapproval is important because it tells you how much of a loan you can receive and keeps you from getting in over your head financially, after all, "house-hunting before pre-qualifying is like putting the cart before the horse." Their programs include 100% financing, construction, FHA loans, first-time buyers, refinancing, rehab, USDA mortgages, and VA loans.

The mission of CMB Mortgage is to "assist individuals and families in achieving home ownership" and their vision is "to be recognized as the premier hometown lender by meeting the highest expectations of our clients through quality customer service." Learn more about their business, locations, staff, programs, and more at www.cbmmortgage.com. Visit their Front Royal office at 912 Hometown Way or contact (540) 635-1112 or customerservice@cbmmortgage.com.

Copper Fox Distillery



Copper Fox Distillery is dedicated to making great American spirits through a combination of innovation and tradition. Their whisky is truly unique and hand-crafted with original ideas by starting "from scratch, hand-malting our own barley, and then flavoring the grain with apple and cherry wood smoke." It's then aged with "a progressive series of new and used apple wood and oak chips inside used bourbon barrels."

The owner, Rick Wasmund, came to the revelation of using wood peat while he was visiting American distilleries as he looked into opening his own. In 2000 he journey to Scotland to gain the knowledge, skill, and appreciation necessary to launch Copper Fox Whisky which opened in January of 2005.

Since then, they have expanded and opened a second location in Williamsburg, VA and are well known around the Shenandoah Valley and beyond. Their product line includes Single Malt Whisky, Rye Whisky, VirGin, Single Malt and Rye Barrel Kits, Bourbon Mash Barrel Kits, and a Peachwood Single Malt. Their Sperryville distillery is located at 9 River Lane with hours for tastings and tours. Check out their website, www.copperfox.biz, for additional details or contact them at (540) 987-8554.

Integrated Bodyworks, Inc.

Integrated Bodyworks, Inc., owned by Kris Anne Garrett, was established in 1993. Kris started her massage therapy practice in Pennsylvania, later expanding into Delaware, and now into Page County, Virginia in January 2017. All three sites are in full operation with Kris maintaining licenses to perform massages in each state.



With over 25 years of experience and education in several different modalities, Kris customizes each massage to her client's specific needs. Whether it's a desire for relaxation or more corrective work, Kris and Integreated Bodyworks can help improve your life by helping you feel more relaxed, more flexible, and helping you to handle your everyday life. Additionally, Kris has extensive knowledge of nutrition for health and the use of medicinal plants for healing.

For cabin owners, Kris is happy to make house calls for guests, so if you're interested in creating a packaged service for your guests, Kris is willing to discuss options to see what will work best for you and your guests to make scheduling and payment as easy as possible. She offers hour and 30-minute massages for \$60.00 and \$30.00 respectively, with added travel fees for house calls. The studio is located at 273 Mockingbird Lane in Luray; contact Kris for more information or to schedule your appointment at (302) 530-1549 or farriderva@gmail.com.

Lori's Pic-A-Place Travel, LLC



A home-based business in the Shenandoah Valley, Lori's Pic-A-Place offers travel and transportation services including airport shuttle; day trips to Washington, DC; overnight trips to Pigeon Forge/Gatlinburg, TN, New York City, Lancaster, PA, and others; and hop and shop tours to wineries, breweries, distilleries, craft stores, BBQ stands, and more. Their airport shuttle services are great for anyone who doesn't want to park and leave their car in the airport lot when going away for business or vacation. The hop and shop tours are the owners', Lori and Kerry Painter, favorite, because they never know where they'll end up and what they'll visit during the tour.

Servicing Charlottesville, Harrisonburg, Luray, Waynesboro, Winchester, the northern and southern Shenandoah Valley, and Washington, DC, they are available by appointment for all your shuttle service needs. Follow their website, www.lorispicaplace.com, to stay updated with upcoming events and trips that have openings. Current trips include the Highland Maple Festival Day Trip, Jesus - Sight and Sound Theater, Pink Concert at JPJ Arena in Charlottesville, VA, and Casting Crowns at JPJ Arena in Charlottesville, VA. Visit their website for more information on their business, packages, trips, and more or contact (540) 778-2005 or lorispicaplace@gmail.com.



Mattie's Soft Serve

Mattie's Soft Serve was named for Mattie Nauman, a little girl from Page County who passed away at the age of 5. The owner, Gregory Foltz, wanted to keep Mattie's legacy alive so he combined his passion for soft serve ice cream with this love. Everything on the big purple bus was designed with Mattie in mind, from the purple exterior to the snowflake shaped butterflies to pictures of all of Mattie's ice cream favorites. Mattie's Soft Serve was created to put smiles on everyone's faces and bring forth happy memories of Mattie Nauman and Greg says it's the mix of business and personal that keeps him going every day.



This traveling custard stand officially opened June 3rd last year and had a short season ending in October. This year they'll be starting up in March with all kinds of products including cake cones, homemade waffle cones and bowls, banana splits, regular cones and cups, butterfly flurries, and shaved ice. Rather than the 3-10% butterfat ice cream products you can find in the store, custard is 10% butterfat with 1.4% egg yolk straight from the dairy, creating a smoother and creamier product.

This year, Mattie's Soft Serve will be traveling around Stanley, Shenandoah, and Elkton, with possible expansion. Greg is working with SBDC on the website, which will go live in March and, along with Facebook, have daily postings on their location, hours, and specials. Mattie's is happy to serve the Page County community and surrounding areas and is happy to work one-on-one with their customers, with businesses for employee recognition and appreciation days, and anything else their customers think of. Contact Mattie's Soft Serve at (540) 560-4550 or gregfoltz76@gmail.com and, of course, follow them online at www.mattiessoftserve.com and www.facebook.com/mattiessoftserve.

Shenandoah Community Library & Page Public Library – Branches of Massanutten Regional Library



Originally a larger listing with the Luray-Page County Chamber of Commerce, Massanutten Regional Library decided to split the Shenandoah Community Library and Page Public Library to create two separate listings at the beginning of 2018, one for each of Massanutten Regional Library's libraries in Page County. Both libraries offer public computer access, free Wi-Fi, black and white printing, color printing, faxing, black and white copying, Interlibrary Loan, and online driving exams. Learn more about all of the libraries at <u>www.mrlib.org</u> and <u>www.facebook.com/MassanuttenRegionalLibrary</u>.

The Shenandoah Community Library is located at 418 South Third Street (Route 340) in Shenandoah. The library is open Tuesdays and Thursdays from 11:00 AM-6:00 PM and Saturdays from 11:00 AM-2:00 PM. Fantastic Family Fun storytime is offered every Tuesday at 11:00 AM for all ages with evening clubs and activities for children grades K-5 on Thursdays from September through May. Adult activities include a Book Club on the second Tuesday of the month and a Knitting and Crocheting Group on Thursday afternoons. Contact the Shenandoah Community Library at (540) 434-4475, option 6, or (540) 652-BOOK (2665).

The Page Public Library is located at 100 Zerkel Street in Luray. The library's hours are Monday-Wednesday from 9:30 AM-5:00 PM, Thursday from 9:30 AM-7:00 PM, and Friday and Saturday from 11:00 AM-2:00 PM. The storytimes at the Page Public Library are separated by age: Momma Goose Rocks for ages 0-3 on Monday at 10:00 AM, Tremendous Toddlers for ages 2-3 on Thursday at 10:30 AM, and Precious Preschoolers for ages 3-5 on Monday at 10:30 AM. There are late afternoon clubs and activities for children grades K-5 on Wednesdays and Thursdays from September through May. Contact the Page Public Library at (540) 434-4475, option 5, or (540) 743-6867.

New Patrons

Eric & Becky Smith

We joined the Chamber for multiple reasons. I am the Commissioner of the Revenue for Page County, and I feel that joining shows the support and enthusiasm I have for our community. Eric is a teacher at Page County High School and an active volunteer within our community. We also own and operate a small farm where we raise alfalfa/orchardgrass hay. Being members of the Chamber will enable us to get acquainted on a



personal level with the business owners and operators in Page County so that we may better serve them. It will also give us an opportunity to meet and network with other agricultural businesses within our locality.



Vaunice Conway

As a new resident of Luray, VA, I wanted to get to know more about Luray and the neighboring communities. The Chamber of Commerce was the perfect way to learn the flow of progressive business, churches, and activities in the area. Vaunice is a new volunteer at the Luray-Page County Chamber of Commerce on Wednesdays, so feel free to stop by and meet her there.

Member Spotlight on... **Bijou's Sweet Treats**

Bijou's Sweet Treats named for the French word, "bijou," which refers to "delicate and intricate pieces of jewelry that one would give a lover." Since their treats are so petite, high-detailed, and all are made with love, Bijou is the perfect name for this wedding cake studio. Their products range from delectable cookies to intricate wedding cakes, French macarons, cake pops and cupcakes, and everything in between for your cake cutting, dessert table, birthday party, baby/bridal shower, and any other special occasion.



Since moving to Luray, the owners, Amy and Tommy Chan, have built their social media presence and really helped spotlight the Page County wedding industry. With years of studying, working, and honing her talent in New York

City and the surrounding areas, Amy decided it was time to open her own studio when the newlyweds moved to Luray in 2012. Since then, Amy's art, as that is the best way to describe her creations, has blossomed in popularity and her creativity knows no bounds as she works with couples to make their wedding dreams come true. See more at www.bijoussweettreats.com, www.instagram.com/bijoussweettreats, and www.facebook.com/bijoussweettreats, or contact them at info@bijoussweettreats.com to see what they can dream up for you.

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.

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 April, so all ads must be submitted to Katie Long at katie.long@luraypage.com by March 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 "thank you" for supporting the Luray-Page County Chamber of Commerce. View a complete list at and say luraypage.chambermaster.com/membertomember. If you are interested in updating your discount or offering a new discount, contact Katie at katie.long@luraypage.com or (540) 743-3915.

> *This month we encourage you to visit Wisteria Farm & Vineyard for a 10% discount for Chamber members.*

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 Lurav & County" heading Page or at luraypage.chambermaster.com/jobs. We want to help you find employees, so contact Katie at katie.long@luraypage.com to add your job opportunities to our list.





In Downtown Luray Friday - Sunday March 23 - 25

at

Arts & Artisans Gallery Performing Arts Luray Trackside Theater Warehouse Art Gallery



St. Patrick's Day Dance



Hawksbill Recreation Park

205 Pool Drive Stanley, VA 22851 Let the Luck of the Irish be with you on

March 17, 2018

Doors open 8:00pm - Midnight

Tickets on Sale at Stanley Town Office \$25 – Couples \$15 – Singles

Must be at least 21 years of age BYOB

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SPRING HOME BUYER WORKSHOP

Invest In Yourself and Your Future

FREE ADMESSION

Date: March 22, 2018 Time: 6:30pm-8:00pm Where: Hawksbill Brewing Co. 22 Zerkel St., Luray VA



Join local HOMEBUYING experts to learn more about the home buying process from credit to closing.

Register by 3/19 to LCURRLE@ALCOVAMORTGAGE.COM

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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. 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.

<u>Contact</u> 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 <u>any</u> 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).

<u>Contact</u> Lisa Meadows: 540.843.4449 Carrington Thompson: 540.743.5167 Info@BrightRadio1057.com Info@Rascal1330.com