Staff:

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

Board of Directors:

Bill Fisher, Chairman of the Board -Hawksbill Home Remodeling Mark Leach, Vice-Chairman of the Board -Delaware North Stephanie Lillard, Secretary of the Board – Patron Bill Schumacher, Treasurer of the Board -Fort Valley Ranch

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 **Dick Hostelley** – Hostelley & Associates Mark Dofflemver – Pioneer Bank Leah Pence – Another Wild Hare John Shaffer, Chairman of the Tourism Division -Luray Caverns

Volunteers: **James Housden**

Vaunice Conway **Mary Lee Bryant** Jerry Griffin

Chamber Ambassadors:

Clancey Arnold, Chair - Luray-Page County Chamber of Commerce Becky George – Gathering Grounds and Patisserie & Café Zory Glaser – Cardinal Cottage Vacation Cabin Rental Nancy Boyer – Page County Democratic Committee Garnett Brockman – Page County Farm Bureau Federation/Insurance Mike Uram – Stanley Town Council & Patron Kris Garrett – Integrated Bodyworks, Inc. Leslie Currle – ALCOVA Mortgage Jake Mowry – Blue Ridge Bank 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



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

November 2018 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.

Thursday, November 1st, 7:30-9:00 AM

Business Networking Breakfast: Fraud Protection. Join Robyn Caracofe, BB&T's Assistant Vice President, at the Mimslyn Inn for breakfast for \$10/member and \$15/non-member. Fraud protection is a core strategy to help businesses of all sizes effectively manage their working capital by minimizing risk exposure and maximizing visibility, security, and control of their financial transactions. RSVP to <u>events@luraypage.com</u> by Monday, October 29th.

Thursday, November 8th, 5:00 PM

92nd Annual Banquet: We're Mad About Your Business. A Mad Hatter/Alice in Wonderland celebration of the Luray-Page County Chamber of Commerce & Visitor Center's 92nd year in the Page County business community, the Annual Banquet & Business Meeting will be held at the Mimslyn Inn. With a cocktail hour, silent auction, 3-course meal, and awards. We're excited to share this time of celebration with all of our amazing members. We are sold out for this event, but will share plenty of photos afterward.

Tuesday, November 13th & 27th, 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 Currle of ALCOVA Mortgage, as this group continues to grow and learn the benefits of direct leads from other business people in our community.

Wednesday, November 14th, 1:00-3:00 PM

Yearly Calendar Planning. We welcome any non-profit, community, and other community event planners to join us for our yearly calendar planning to share what events and dates your organization already has plans for. The purpose of this meet up is to try to avoid overlapping of large community-wide events of a similar nature so we all have the great turnout desired. Please RSVP and send event dates, times, etc. to Katie at katie.long@luraypage.com by Monday, November 12th.

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

Business After Hours. Join us at Hawksbill Trading Company in Luray for networking, socializing, and door prizes! Come meet with some of the local vendors that call Hawksbill Trading Company home and get to know this small business hub a little better.

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

Tourism Tuesday. We will sit down with Rick Wasmund of Copper Fox Distillery, to discuss this wonderful distillery right across the Blue Ridge Mountains in Sperryville, VA. Learn more about the business, their products, and how they've been growing and expanding around the state. Listen in to 95.3 The River to learn more and contact Gina at gina.hilliard@luraypage.com to be a guest.

Saturday, November 24th

Page County Small Business Saturday. Celebrate the holiday season with our small, local businesses in and around the downtowns of Luray, Stanley, and Shenandoah. Our Welcome Centers will be manned with passports and a complete list of participating businesses from 9:00 AM-Noon, but passports can be retrieved throughout the weekend from the businesses themselves. Return completed sheets to the L-PCCC or your town's overnight dropbox by Noon on Monday to be entered to win \$50 gift cards to local businesses.

Friday, November 30th, 4:00-7:00 PM

4th Annual Holiday Open House. A celebration of the holidays and a chance for the Chamber & Visitor Center staff to give back to the Page County community, join us for Santa, photos by donation (pet or canned food), hot cocoa, cookies, festive crafts, music, and so much more! This event is free and open to the public and is followed immediately by the Town of Luray and Luray Downtown Initiatives Christmas tree lighting on PAL Plaza.



Chamber Events

Member Spotlight

Valley Health Page Memorial Hospital



Located at 200 Memorial Drive in Luray, Valley Health Page Memorial Hospital is Page County's local hospital system. With a commitment to serving the community, Page Memorial Hospital joined Valley Health's hospital system and moved into the new building in 2014 to provide the best patient-focused care possible. A Critical Access Hospital, PMH provides a "wide range of services that are critical to maintaining the health of the residents of Page County" through the "larger inpatient rooms, expanded

Emergency Department and rehabilitation services, more efficiently coordinated outpatient services, and more comfortable dining area and breathtaking vistas."

Valley Health Page Memorial Hospital is a huge supporter of the towns of Luray, Stanley, and Shenandoah and the County of Page through donations to non-profits, participations in events, and more. They are supported through the Valley Health system and the work of their Auxiliary organization. Their website, www.valleyhealthlink.com/Page-Memorial-Hospital.aspx, helps patients find a physician, locals find a way to volunteer and give back, and donors to learn more about their foundation. Contact Melissa Good, mgood4@valleyhealthlink.com, for additional information.

New Member Highlights

Edward Dwver, Jr.

Mr. Ed is a new patron to the Luray-Page County Chamber of Commerce. Mr. Ed is most widely known around the county as the man with the barrel train who entertains kids at multiple community events from the Festival of Spring, the Town of Luray's 4th of July Celebration, the Chamber's Holiday Open House, and all of the towns' parades. You can contact Mr. Ed at (540) 778-1703.



Hawksbill House Inn



Hawksbill House Inn has just gone through a thorough renovation to become a beautiful, one-of-a-kind adults-only inn in downtown Luray. Located at 105 North Hawksbill Street in Luray, Hawksbill House requires guests to be at least 16 years of age to enjoy their colorful rooms named after some of the largest attractions in and around Page County.

In easy walking distance of the Hawksbill Greenway and the antique shops, restaurants, and entertainment along Main Street, Hawksbill House offers guest free Wi-Fi access, continental breakfast, and access to their enclosed hot tub. The inn have 4 bedrooms (the Shenandoah Room, Cavern Room, Massanutten Room, and Blue Ridge Room) ranging in price to fit any budget. Each room has a Queen bed, A/C, a TV, safe, shower, and linens and towels included. Guests looking for a bath and a little more room to spread out can enjoy the Blue Ridge Room. With Victorian style, the rooms welcome guests to comfortable settle in for one or more nights. View photos of the house and rooms online at www.lurayhawksbillhouseinn.com or contact Gerald Dovel, the owner, at hawksbillhouseinn@gmail.com or (540) 742-1553 for additional information.

Masonite

Masonite "Opens to extraordinary" at 280 Donovan Drive in Stanley. As an industry producer of doors ranging in style from classic and craftsman to modern and transitional, Masonite "understand[s] that a door is much more than a door – it is the backdrop for those first-day-ofschool photos, the perfect camouflage during a game of hid-and-seek, a warm welcome for family and friends." Doors are part of our everyday lives and Masonite believes you should let it tell your story and be a part of everything that you love.



Whether it's an interior or exterior door, Masonite's website can help you design an on-trend door, help you research advanced solutions to better your home (including through energy efficiency), provide technology integrity and innovation you can trust, and operational excellence as "owner-and-operated manufacturing means only the best." Their environmental commitment includes selecting materials (composites, fiberglass, steel, and wood) based off their lasting durability. Moreover, they work to provide Energy Star options to help families save money on their energy bill. Visit their website, www.masonite.com, to learn more.

SunRiver Designs

Eddy Rivera owns and operates the newly-opened SunRiver Designs based out of Luray, VA. Originally from South Bronx, NYC, Eddy has always had a passion for theatre and design, so much so that he co-created a theatre ensemble where he designed, produced, and acted across Manhattan. Moving on from the theatre, Eddy studied political science and media "with the idea of learning more about ways to positively affect [his] community and the world at large." After college, he worked for a production company and began teaching himself HTML and CSS and began to blossom. With these skills, he went in pursuit of web development to hone his "creative skills and passion for bringing voices to the world via web-based media."

With 10 years of website and content building experience, Eddy and his wife, Kendra Campbell, moved to Luray a year ago and are fulfilling a long-time dream of opening SunRiver Designs. SunRiver Designs is a "web design and development business which helps to transform small businesses by providing innovating and results-driven internet marketing solutions." Eddy offers custom website design, email campaigns, social media strategy, and support for design, development, marketing, and management. Their services include assessment of your current site, goals, and creation of a marketing plan; design, build, and management of a basic splash page to an advanced website with analytics, calendar, and a shopping cart; social media assistance including design, management, and more; and design, development, and management of email campagins. Contact Eddy and SunRiver Designs for more information at eddy@sunriverdesigns.com or (540) 860-0372.

The Appraisal Center



experience and a proven track record of "reducing lenders

time, efforts and costs in managing the appraisal process." The Appraisal Center offers appraisals for divorce settlements, employee relocation, estate planning, mortgage refinancing, primary and secondary mortgages, and private mortgage insurance removal.

Their investment in training and technology assists customers to reduce their workload through "on-line appraisal ordering, coupled with automatic report status updates and electronic delivery of the final product" to avoid the run-around and phone tag hassles. Therefore, The Appraisal Center is able to keep their rate competitive and provide electronic ordering and delivery, the highest-quality appraisal reports, on-line reports, and short turn-around times. If you're wondering if an appraisal is for you, visit their website for the reasons why "countless people in the United States buy, sell or refinance their own slice of the American Dream." Sandy Davis is the owner of The Appraisal Center and she works with clients on appraisals, no matter their needs. Contact Sandy at apprcenter@gmail.com, (540) 438-0003, or via www.realestateappraisalcenter.com.



Located at 1966 Longs Road in Luray, The Appraisal Center is "a leading provider of real estate valuations for the mortgage lending marketplace" with multiple years of





Financial Advisor

127 West Main Street Luray, VA 22835 540-743-1659

www.edwardjones.com



Put Your Money Where Your Heart Is

Page Memorial Hospital - Auxiliary

Ways the Auxiliary has and continues to support the Page Memorial Hospital community! DONATION TOWARD or PURCHASED:

- New Dialysis Center, CT Scanner, Digital Mammography Equipment, Transport Vehicle & Equipment, Cardiac Rehabilitation Telemetry Monitoring Systems, Glide Scopes & Patient Controlled Analgesia Pumps, Reach Out & Read, Main Entrance Air Curtains, Lobby Entrance Automatic Doors, Lab Refrigerator and Freezer, Nuclear Medicine and the Page Free Clinic.
- One screening mammogram per physician in Page County.
- Patient Comfort Cart, CD player and CDs, books, handmade quilts etc. for the cart.
- Scholarships to Page County Technical Center Nursing Program and Luray High School and Page High School students pursuing a health care field.
- Donations to cancer survivor Auxilians who have walked for Relay for Life.
- Donated\$100,000 towards new hospital.
- Donated \$20,000 to outpatient Rehab Facility

WValleyHealth

Page Memorial Hospital HOW CAN YOU HELP? IT'S EASY – JUST SHOP

Ask Friends & Family to Shop as Well

40% of every purchase Supports our endeavors. FUNDRAISER ID #830665

TAKE A PICTURE OF THIS FLYER FOR EASY REFERENCE WHEN SHOPPING ONLINE

- Orders ship directly to anyone in the USA
- Shipping is FREE on orders of \$75 or more **SHOP TO GIVE TODAY**

SUPPORT US BY SHOPPING ONLINE:

- Click on the LINK below to start shopping and to show your support: (Or Type into Browser)
 <u>www.mixedbagdesigns.com/page-memorial-auxiliary</u>
- Don't forget to promote our fundraiser to friends and family.
- Copy/paste the link above into emails and on social media postings.
- If shopping directly on the Mixed Bag Designs website, enter our FUNDRAISER ID #830665 when prompted: <u>www.mixedbagdesigns.com</u>

QUESTIONS? CONTACT: Lisa League, Auxiliary at 703-447-6027



Join us for a fundraiser for the Page Memorial Hospital Auxiliary

AGNES © DORA

November 15, 2018 | 10:00AM-3:00 PM

Facebook: Agnes & Dora by Lisa J Shopping Link: ljohns904.agnesanddora.com/shop/page-memorial-hospital -auxiliary-fundraiser

Agnes & Dora is a heartcentered brand that seeks to recognize and empower women both professionally and personally.

We carry sizes 0-24

Items we carry:

Cable Knit Sweaters Tunics Jeggings Dresses Cardigans

Created by women, for women

Artistic Expressions

invites you and your friends to our Annual Craft Show

AT THE AMERICAN LEGION BUILDING

(NEXT TO PAGE PUBLIC LIBRARY) 106 ZERKEL STREET, LURAY



Merce States &

Saturday, November 17th: 10 - 4 p.m. Sunday, November 18th: 12- 4 p.m.

New Street Street

WATERCOLOR ARTIST & JEWELRY & POTTERY & WOOD ITEMS CANDLES & SOAPS & SCARVES & HATS & BASKETS HOMEMADE BAKED ITEMS, PICKLES, JELLY, RELISH AND MORE!!

RAFFLE DRAWING EACH DAY!!! HOT CIDER & HOMEMADE COOKIES WILL BE SERVED! Hope to See You!



At Ed Good Memorial Park at 332 East Main Street, Stanley, Va.



SATURDAY - DECEMBER 1, 2018 CHRISTMAS PARADE - 6:00PM

After the parade enjoy an evening with us. Sitting around fire pits with friends/family. Looking at lighted luminaries. End the evening with a Fireworks display!

Luminaries may be purchased for \$5.00 at Ed Good Memorial Park on 12/1.



Join in listening & singing along to traditional Christmas songs. Food & drinks will be available at 5pm.



Luminary purchases or more info call Stanley Town Office 540-778-3454 ext. 31 for Leon.

"MAGIC OF CHRISTMAS"



STANLEY CHRISTMAS PARADE Saturday, Dec. 1st, 2018 – 6:00 PM

Join us for the annual Christmas Parade. Line-up begins at 5:30 pm on Chapel Road. Parade starts at 6:00 pm. We would greatly appreciate your participating and celebrating the Christmas Season with us!

Please return the registration below as soon as possible!

Also, PLEASE, no other Santa Clause's. The town has made arrangements for the "real" Santa to make an appearance.

I/We will be participating in the Stanley Christmas Parade Yes No

 Name_____Address_____

Phone #

Type of Entry_____

Number of entries

Return To: Stanley Town Office P. 0. Box 220 Stanley, Va. 22851 540-778-3458 Istout@townofstanley.com

LOOKING FORWARD TO HAVING YOU WITH US!



Town of Luray Christmas Parade

Saturday, December 8th

Rain/Snow Date: Tuesday, December 11th

2018 Parade Theme: "A Hometown Holiday"

Lineup will begin at 4:30 p.m. (Exact location will be sent at a later date)

NO ENTRY FEE *TOSSING CANDY WILL BE PERMITTED* *IF TOSSING TOYS, MUST BE **NEW** TOYS ONLY, NO USED ITEMS ARE TO BE DISTRIBUTED* *CASH PRIZES WILL BE AWARDED! * Time: 6:00-8:00 p.m. Route: E. Main St, Reservoir to Broad St. Lineup: E Main St, E. Luray Shopping Center to Collins Ave

Visit our website (www.townofluray.com) to register electronically or print out your registration form, or stop over at the Luray Town Office

> to get one! PLEASE SEND COMPLETED FORMS TO: Luray Christmas Parade Committee P.O. Box 629 Luray, VA 22835 Fax: 540.743.1486 Email: dbaker@townofluray.com

APPLICATION DEADLINE IS MONDAY, DECEMBER 3, 2018

Parks & Recreation Department 540.843.0770 Luray Town Office 540.743.5511



Town of Luray Christmas Parade Saturday, December 8th Rain/Snow Date: Tuesday, December 11th

Please accept this invitation to join us! 2018 Parade Theme: "A Hometown Holiday"

| Name of Entrant: | | |
|------------------|------|---------|
| Contact Person: | | |
| Address: | | |
| Phone | Fax: | |
| Email: | | <u></u> |
| | | |

Judging Category (please circle one) Best Civic | Best Commercial | Best Entertainment Best Overall Parade Theme Best Animal Group Best Fire/Rescue Department

Time: 6:00-8:00 p.m. Route: E. Main St from Reservoir Ave to Broad St Lineup: E. Main St from East Luray Shopping Center to Collins Ave.

Feet

Type of Entry (Float, car, etc.)

Total Number of Entries

(Fire & Rescue can enter up to 3 per organization)

Length of Entry (Including Tow Vehicle if Applicable)

*Please note the change in lineup and parade route due to the Main Street Bridge Construction.

Please, **NO Santa's on floats. The Town has arranged for Mr. Claus to attend the parade. For more information, please contact the Parks & Recreation Department at 540.843.0770

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.



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

NEW PARTNERSHIP



HEARING AIDS OUT FOR A

RISK FREE

TEST DRIVE.

Christopher Deibert, OD

HEABING

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.



"Hear Better, Live Better"

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

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 FOR CURRENT PRICES





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:

| Trease Stress and Providence in | 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