

APRIL 2019

Chamber News

THE VOICE OF BUSINESS & INDUSTRY



SPECIAL SECTION:

discover the Top of Virginia

- tourism
- history & heritage
- wedding destinations ...and more!

SHENANDOAH
APPLE BLOSSOM
FESTIVAL
BUSINESS AT THE
BLOOM

NEIGHBORHOOD
NEWS

WHO'S JOINED
TVRC

This edition is sponsored by: Clarion Inn & Conference Center

See page 8 for ad



Our Vision:

TVRC is the voice of business for Frederick and Clarke Counties and the City of Winchester, Virginia.

Our Purpose:

Connect business and community resources for mutual success.

Our Mission:

Provide programs and services to meet the business and professional needs of our members.

Our Core Values:

Sustainability, Leadership, Integrity, Collaboration, Excellence

Our Staff:

Richard Kennedy, CEO

Cynthia Schneider, COO

Ashley Miller, Director,
Marketing & Communications

Danita Roble, Director,
Membership Development

Jody Wall, Director,
Program Development

Johnathan Horton
Business Development
Specialist

Dan Hitchcock
Membership Development
Specialist

Betsy Lillis
Administrative Support
Specialist

Contact Us:

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TVRC Board of Directors Chatter



John Fox

Greenwood Grocery & Deli
TVRC Board of Directors

Now that we hopefully have all of the really cold temperatures and bad weather out of the Valley, we can finally get into spring. It's a time for rebirth, growth and new beginnings. It's also a very busy time for our local businesses with a much needed influx of tourists coming to see what our area has to offer.

The Northern Shenandoah Valley has some of the most beautiful sightseeing and scenery around. Add to that our strong business community, deep rooted history, Museums, Breweries, Wineries, proximity to Washington, DC, upcoming festivals and you've got yourself a fantastic tourist destination.

As a business owner, we tend to typically be most concerned with taking care of our local and regular customers first. However, we must never overlook the opportunities that the tourism industry can add to our bottom line. There are ways to have the best of both worlds.

My wife and I are fortunate that our business has been in the area for a very long time and has built a good reputation for our food service, friendly customer service and product selections. It is also great when we are visited by people that have heard positive things

our store or are just stopping by on their way to a local attraction, festival or sporting event. It gives us a chance to grow our business and sell the community as a whole.

Remember to take the time to talk with those visiting our area. Learn some of the local history yourself. Become aware and knowledgeable of what our community has to offer so that you can make recommendations if a tourist asks for your help. It's a wonderful chance for all of us to show some hospitality and friendliness to potential new customers and new friends.

2019 Board of Directors

Executive Committee:

John Lamanna, Chair

Timber Ridge School

Tracy Vosika, Chair-Elect

George Mason Mortgage, LLC

John Fox, Vice Chair

Greenwood Grocery & Deli

Adrian Taylor, Treasurer, YHB

Bill North, Immediate Past Chair

Northstar Consulting

Scott Harvard, First Bank

Gregory Vossler, Green Bay Packaging

Board Members:

Susan Brooks, Navy Federal Credit Union

Emily Burner, Shenandoah University

Charles Daniels, Integrus Holdings, Inc.

Jim Guisewhite, SVN Commercial Specialist

Katrina Meade, City National Bank

Nadine Pottinga, United Way NSV

Janie Shirley, Costco Wholesale

Patti Solenberger, Solenberger's True Value Hardware

James Stewart, Grafton Integrated Health Network

Why I Joined the Chamber?

"I was looking for the best opportunities to connect with successful business minded people, to network and share the merits of my Relationship Marketing business. Participating in the various events the Chamber offers has by proven to be the smartest and best investment in my business. I have found it to have the nicest, most helpful well-rounded group of like-minded individuals, who are interested in the success of their own business. Everyone understands the importance of the synergy that comes from helping one another out and that naturally strengthens the whole organization."

Roslyn Honesty, Referral Partner with SendOutCards,
Specializing in Appreciation Marketing



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2019 Events and Programs

* Indicates registration requested | ** Indicates registration required

EVENTS

SABF Business at the Bloom**
Wednesday May 1
James R. Wilkins, Jr. Athletics &
Events Center

Corporate Challenge**
Friday, June 7
Winchester Sportsplex

Hob Nob in the Valley**
Friday, September 7
John Handley High School

Valor Awards**
Friday, November 1
Clarion Inn & Conference Center

Greater Good Awards & Annual Meeting 2020**
TBD

PROGRAMS

Community Leadership Program**
Monthly sessions every 3rd Friday,
September- May.
Applications accepted May- June.

Valley Business Women**
June 19, September 18,
November 20

Young Professionals Group*
Every 3rd Thursday
5:30 -7:00 p.m.

Workforce Development **
Wednesday, May 8
Holiday Inn Historic Gateway

Public Policy Series**
Pre & Post Legislative,
Administrators Forum

MEMBERSHIP

Next Steps Member Orientation
Every 1st Monday
9:30 - 11:00 a.m.
Chamber Office

Business After Hours
Every 2nd Tuesday, 5:30 -7:00 p.m.
Long Branch Historic House

Business and Breakfast
Every 3rd Tuesday, 7:30 -9:00 a.m.
Firefly Cafe & Bakery

Peer 2 Peer Educational Series
Every 4th Tuesday
11:30 a.m.- 1:30 p.m.

Lead Share Groups
See website for details.

The full TVRC calendar can be viewed at regionalchamber.biz

2019 SABF Business at the Bloom



Valley Health and the Top of Virginia Regional Chamber are proud to partner with the Shenandoah Apple Blossom Festival® to host Valley Health Business at the Bloom from 11 a.m. to 2 p.m. on Wednesday, May 1st, at the Tolley Dental Zone – James R. Wilkins, Jr. Athletics & Events Center on the campus of Shenandoah University.

This dynamic business event begins with a networking reception at 11 a.m., followed by a luncheon catered by Carrabba's Italian Grill. Offering a terrific speaker and the opportunity to network with others in the business community, this luncheon is a great way to kick off your Apple Blossom celebration.

This year's guest speaker is Cary Dunston, President, Chief Executive Officer and Chairman of the Board of American Woodmark Corporation.

Individual tickets for the Valley Health Business at the Bloom are \$30.00 per person for general admission seating. A corporate rate of \$350.00 will reserve a table of 8 with preferred placement, table signage, and listing in the event program.

IF YOU GO:

WHEN: May 1 @ 11a.m. - 2 p.m.

WHERE: Tolley Dental Zone –
James R. Wilkins, Jr. Athletics &
Events Center

COST: \$30- \$350

LEARN MORE: thebloom.com



Who's Joined

Please welcome and patronize these Chamber members who joined March 1 to 29, 2019.

East Coast Gymnastics and Cheer
1810 Roberts St.
Winchester, Va.

Juice Plus
Mandy Van Fossen
1810 Roberts St.
Winchester, Va.

Tower Garden
1810 Roberts St.
Winchester, Va.

Alpha Corporation
1850 S. Loudoun St.
Ste. 200
Winchester. Va.

Stacey Mullins
ERA Oakcrest Realty, Inc.
1850 S. Loudoun St.
Winchester, Va.

Guaranty Self Storage
1730 Berryville Pike
Winchester, Va.

Immerge
139 N. Liberty St.
Harrisonburg, Va.

EBK Corporation
172-21 Imboden Dr.
Winchester, Va.

American Legion
Post 21
1730 Berryville Pike
Winchester, Va.

The Bayliss Wealth Management Group of Wells Fargo Advisors
117 N. Braddock St.
Winchester, Va.

Discovering the Gateway to Virginia

A unique and dynamic destination

BY: JUSTIN KERNS

Executive Director
Winchester-Frederick County Tourism Office

Close your eyes and think of the word “tourist.” What do you see? Probably someone at the beach or a family at Disneyland. But probably not someone in Winchester, right? The term definitely has strong personal associations, and our office is trying to shift the mindset from tourism to destination marketing.



Photo courtesy Winchester-Frederick County Tourism Office

That’s not to say that we don’t have a healthy leisure tourism market here in the Winchester area – many thousands visit annually to immerse themselves in our deep American history, visit our farm markets, discover Patsy Cline, research genealogy, escape for a weekend, stay in Winchester as part of a longer Shenandoah Valley adventure; you name it.

However, that does not nearly encapsulate our visitor impact and marketing strategy. The Winchester area is host to countless small and medium meetings and events throughout the year, as well as hundreds of destination weddings and family reunions. Sporting events frequent our area, as do many federal government officials. In fact, the largest segment of leisure traveler is almost invisible; the Visiting Friends and Relatives or VFR traveler. You know them; they’re your aunt and uncle or grandkids that come visit for the weekend.

All of these are visitors to our area, and all of them eat at our restaurants, shop at our stores, buy our gas, and many of them stay at our hotels and bed and breakfasts.

See Unique Page 8

Live, work, play and retire

BY: JENNIFER BELL

Downtown Manager
City of Winchester

For years, Winchester has been nationally recognized as a great place to live, work, play and retire, and Old Town Winchester’s (OTW) attractive architecture, urban amenities and small town charm have a lot to do with the appeal. Old Town Winchester is a popular destination for people of all ages and interests. OTW currently attracts tourists, destination travelers, business owners, retirees and others.

Old Town Winchester is popular as a family friendly destination, with several toy stores, historic sites, free Traipse Historic Scavenger Hunts, the Splash Pad and of course, the Discovery Museum. By far the most visited museum is the Shenandoah Valley Discovery Museum. It attracts not only local children, but school groups and visitors from Virginia and beyond. People are drawn by the museum’s interactive exhibits and their programs.

Local residents and visitors from the tri-state area and Washington, D.C. are also attracted to OTW by the long list of annual events. These events include cultural festivals such as Oktoberfest and Celtic Fest, live concerts, outdoor movies, beer/wine events, and more. Of course, the most popular tourist event is the Shenandoah Apple Blossom Festival held every spring. However, many of the tourists that stop by the OTW Welcome Center are visiting because they heard Winchester is a great place to retire.

See Live Page 8

Preserve our agricultural appeal

BY: ARTHUR KEARNS

Operations Manager
Winchester Ciderworks



Photo courtesy Winchester-Frederick County Tourism Office

The rapidly growing popularity and awareness of hard cider as an alternative to beer or wine presents Winchester with another strong tourism opportunity.

A farm cidery like Winchester Ciderworks gives visitors to our area an opportunity to taste something that is not only made right here, but is made solely from a local orchard and draws on a history that reached back five generations.

Hard cider not only highlights the historical significance that apples and agriculture have played in this region, but also contributes by offering a new and needed market to existing locals growers, whereby helping to preserve our agricultural appeal.

Discover the stories of their past

BY: MATTHEW SWAIN

Public Relations & Marketing Associate
Handley Regional Library



Photo courtesy Winchester-Frederick County
Tourism Office

“I found him!” the woman exclaimed with excitement. This is something we often hear in the Stewart Bell Jr. Archives of the Handley Library, part of Handley Regional Library System, and the Winchester Frederick County Historical Society as researchers locate records of ancestors who once lived in the Winchester-Frederick County area.

Researchers travel from across the country and even the world to view our extensive collection of genealogical records in the hope of finding their family’s roots. The woman in question was not only able to find her ancestors, but also to visit their home sites and the churches where they worshipped. She walked the same streets they once used and connected with long-lost relatives.

See Discover Page 8

Contributes to our region’s economic vitality

BY: KRISTEN LAISE

Executive Director
Belle Grove Plantation

Belle Grove Plantation in Middletown is a National Trust for Historic Preservation historic site and partner in Cedar Creek and Belle Grove National Historical Park. Local residents and travelers from around the country and the world enjoy the meticulously preserved buildings and landscape and stunning mountain views. Belle Grove contributes to our region’s economic vitality as a popular tourist attraction and as the host of frequent festivals and events. The Beverley B. Shoemaker Welcome Center in the 1918 Barn houses the Museum Shop, exhibits, and event space that is perfect for weddings and other celebrations.

Belle Grove was home of Isaac Hite Jr. and his first wife Nelly Madison, sister of President James Madison, and his second wife Ann Tunstall Maury. Its 1797 Manor House was designed with advice from Thomas Jefferson.

See Contributes Page 8

Curves to core rally

BY: BARBARA GROVE

Owner

Grove’s Winchester Harley-Davidson

Harley-Davidson owners (hog) from all over the United States, Canada, England and France will be attending the Curves to Cores rally in Winchester June 19th-22nd.

Grove’s Winchester Harley-Davidson will be hosting a private party for registered hog members on Thursday night with Souled Out band and special guest, Erik Estrada.

Mike Lamborne of Mountainman Art will be on site at the dealership and available every day of the rally to the public for any pin-stripping or artwork they may want on their motorcycles.

Join the fun on the old town mall Friday evening for the biker wedding on the old court house steps, and hog members will party afterward on the mall with Friday Nite live.

A parade to the downtown area will take place on Saturday with chapters displaying their flags and their Harleys. The public is encouraged to watch the parade which stages at Grove’s Harley-Davidson at 10:30 am and heads downtown at 11:45 am.

See Curves Page 8



Photo courtesy Belle Grove Plantation



Photo courtesy Historic Rosemont

Where elegance meets history

BY: JACKIE PUGLISI

Communications & Marketing Manager
Historic Rosemont

Since 2010, Historic Rosemont in Berryville has welcomed thousands of wedding guests from across the country and various parts of the world.

Many of these guests stay overnight at Rosemont Manor, or in neighboring Winchester during the many full-weekend weddings at the estate. Rosemont’s guests shop and dine in downtown Berryville and throughout Winchester, as well as enjoy local attractions including museums and wineries.

Historic Rosemont Manor has held approximately 420 weddings since it opened its doors to the public, bringing in about 120 guests on average per wedding.

See Elegance Page 8

Stability and future vitality of tourism

BY: LANI PENDLETON

General Manager
La Quinta Inn & Suites

I keep getting asked if I’m worried about the new hotels coming to our community. “What’s that going to do to your business?”? Here’s what I know: Joining the Wyndham Brand Family can only increase our (LQ Winchester) exposure on a global scale.

The people and entities developing these properties are experienced, tenured Winchester hoteliers and they know what they’re doing.

See Stability Page 8

March in Photos



Congratulations to Navy Federal Credit Union- Winchester West on their ribbon cutting!
501 Wal-Mart Dr., Winchester



Tevis Sensel, AMVETS Post 18 and Bill North, TVRC Immediate Past Chair at BAH hosted by AMVETS Post 18 at the Winchester Moose.



Congratulations to Orangetheory Winchester on their ribbon cutting!
2016 S. Pleasant Valley Rd.
Winchester



Nadine Pottinga, NSV United Way, Kassandra Escalera, United Way Worldwide and Jennifer Hall, NSV United Way attend March's Valley Business Women luncheon.



Congratulations to SL Hunter Photography on their ribbon cutting!
3 S Cameron St., Winchester



Delegates attend the Public Policy Breakfast: Post Session Briefing 2019.



Congratulations to Valley Mobility on their ribbon cutting!
82 Featherbed Ln., Winchester



Congratulations to RE/MAX Synergy on their ribbon cutting!
401 Pegasus Ct. Winchester



Speechcraft Success Communication Series graduates: Lauren Wood, Village at Orchard Ridge; Catherine Bogaty, MSV and Kathy Kalisz, VEC. Thank you Winchester Toastmasters for teaching this course to our members.



Heather Kovaly, CLP Class of 2019 participates in Public Safety day where they developed an understanding of local public safety services and the societal issues effecting Winchester-Frederick County-Clarke County.



TVRC's Young Professionals Group at EBS Gallery for March mixer where they mixed, mingled and learned about watercoloring with Eugene himself!



James Imoh, Edward Jones Investments, Joseph Jablonski, Valley Assistance Network, Lani Pendleton, La Quinta Inn & Suites and Janie Shirley, Costco Winchester at B&B hosted by La Quinta Inn & Suites.

Upcoming Chamber Events & Programs

* Indicates registration requested | ** Indicates registration required

2019 Corporate Challenge**

We invite businesses in the Top of Virginia Region to join the Chamber in a fun event! Your team of 6 will display their competitive prowess as they compete to win the Chamber Torch Trophy!

The games are simple and fun and reminiscent of those we enjoyed on the playground or in the gym in our youth. No athletic ability is required. Use this opportunity for team building for your employees, to network with other local businesses and reward your staff with a fun outing for a job well done.

Contact Jody Wall, jwall@regionalchamber.biz for more info.

Peer to Peer Educational Series**

Join Jaime Karalis, Lightbulb Marketing for a Marketing Overview on April 23 for TVRC's Peer to Peer Educational Series & Membership Meeting at the Holiday Inn Historic Gateway, 333 Front Royal Pike, Winchester.

Marketing, everyone knows it is critical to their business. Join Jaime as he talks about what he has seen as both an entrepreneur and working with hundreds of businesses and marketing strategy.

\$ 25 | Chamber Members

\$ 30 | Non-Members

*Cost includes lunch, networking and guest speaker.

Young Professionals Group*

April 18: Financial Wellness Panel: What does financial wellness look like for a young professional? Young professionals have many "firsts" to accomplish as they navigate through the beginning years in the working world. Whether its learning about how to get your first mortgage, understand your retirement package at work, or purchasing insurance, these things can be confusing and daunting. Hear from four industry leaders: Jonathan Motichka, Hottel and Willis; Lisa Whirley, First Bank; Tommy Sine, Water Street Financial and Michael Partlow, Partlow Insurance Agency.

Workforce Development **

"Meet Your Ideal Employee" - The Chamber's Workforce Development committee will host a luncheon on Wednesday, May 8, at the Holiday Inn Historic Gateway from Noon to 1:30 p.m.

Our presenter will be Sharon Harris with Frederick County Department of Social Services. She will discuss promoting a culture of work over dependency for those individuals that have been labeled as a hard-to-serve population. Additionally, potential employers will learn how stable, living wage employment can help ex-offenders develop a positive identity and self-image.

This presentation will include a testimonial and a local employer who considered the merits of increasing their hiring pool by working with Frederick County Social Services. Please join us to see how you might benefit from hiring non-traditional employees.

Neighborhood News & Events

- NSV Civitan Meeting. April 11. 6:00 p.m. TVRC Office. 407 S. Loudoun St.
- The Salvation Army of Winchester Centennial Dinner. April 11. 6:00 p.m. The GW Hotel. \$60 per person. WBG Second Friday Game Night. April 12. 6:00 p.m. 7 N. Loudoun St.
- The VFW Post 2123 and VEC Job Fair. April 1. Millwood Station, 252 Costello Dr. Winchester.
- AMVETS Post 18 General Membership Meeting. April 17. 6:30 p.m. The Winchester Moose, 215 E. Cork St., Winchester.
- Bluegrass Concert: Springfield Exit. April 18. 6:00 p.m. West Oaks Farm Market & Event Venue, 4305 Middle Rd., Winchester. \$12 show admission.
- First Friday @ WBG- Live Art! May 3. 5:00 p.m. 7 N. Loudoun St., Winchester.
- Basic 1st Aid / CPR / AED certified training by the American Red Cross. May 7. 8:00 a.m. 230 Aviation Dr., Winchester. \$100 registration.
- NSV Civitan Meeting. May 9. 6:00 p.m. TVRC Office. 407 S. Loudoun St.
- WBG Second Friday Game Night. May 10. 6:00 p.m. 7 N. Loudoun St., Winchester.

Thank you to our 2019 Sponsors:

Chamber Elite



Chairman's Club



President's Club



Unique

From **Page 5**

In fact, on any given night during the year, the Winchester-Frederick County population grows by about 2,000 people as a result of guests staying in our hotel rooms. Add it all together, and these visitors generate over \$259 million per year in local spending, which helps pay for our schools, police, roads and more.

So pause a second the next time you hear the word “tourist;” we sure do, and we come away smiling thinking about how fortunate we are to live in such a unique and dynamic destination.

Live

From **Page 5**

When you live in a community it is often difficult to see the area through the eyes of a tourist. Some people don’t even recognize what is appealing to tourists as they themselves have never visited local attractions which draw tourists (or have not visited the sites since they were in grade school). Everyone locally knows that in OTW you can visit George Washington’s Office, Stonewall Jackson’s Headquarters, the Shenandoah Valley Civil War Museum and a few blocks away, Patsy Cline’s Historic House and the Museum of the Shenandoah Valley. Fewer people know that the Fort Loudoun site and Mt. Hebron Cemetery have free audio tours. Fewer still have visited the statues of Admiral Byrd and Daniel Morgan, but these sites and the Winchester history that surrounds them are part of greater American History that is worth a visit.

The greatest tourist attraction by far is Old Town Winchester itself. People love to shop and dine at our independently owned unique businesses. They love the experience of strolling on the Loudoun Street Walking Mall and soaking up the atmosphere of children playing in the splash pad and the beautiful architecture. OTW has been welcoming people with warm hospitality for 275 years and it’s why they keep coming back.

Discover

From **Page 6**

Every year visitors to Winchester come to discover the stories of their past and stay to experience the rich history and many attractions of the City and surrounding area. The staff of the Stewart Bell Jr. Archives is always happy to help these researchers and to welcome them to our wonderful and historic community.

Learn more about the Archives Department, including how to access online collections, at handleyregional.org.



Photo courtesy Grove's
Winchester Harley-Davidson

An advertisement for the Clarion Inn & Conference Center. The top half shows a large banquet hall with round tables covered in white cloths, each with a red floral centerpiece. The bottom half has a blue background with white text. The text reads: "Make memories in our banquet ballroom on your special day." Below this is the Clarion Inn logo, which includes a stylized 'e' and the words "Clarion Inn" and "CHOICE HOTEL". To the right of the logo is the text "Clarion Inn & Conference Center". Below that is the address "711 Millwood Ave • Winchester, VA 22601", the phone number "540.662.4152", the email "banquet@clarionwinchester.com", and the services "Banquets • Conventions • Weddings • Motor Coach Tours".

Contributes

From **Page 6**

The Hite family’s success relied on enslaved labor and research on African American heritage is a priority. Belle Grove also occupied a strategic location during the Civil War and was the epicenter of the pivotal Battle of Cedar Creek in 1864. Learn more at bellegrove.org.

Elegance

From **Page 6**

The recent opening of a second venue on the property – Historic Rosemont Springs – will double the amount of wedding guests coming to the area. This Amish-built barn already has 40 events on the books for 2019.

Historic Rosemont also serves as a bed and breakfast and tea room, which brings more out-of-town guests to Berryville. Find out more about Historic Rosemont by visiting www.rosemont1811.com.

Curves

From **Page 6**

There will be lots of motorcycles on the streets and highways, so please watch for motorcycles !

Learn more at hdwinchester.com

Stability

From **Page 6**

These new hotels are a testament to the stability and future vitality of tourism in the area and I am very grateful and excited to be a part of it!

To learn more about the Top of Virginia contact the Winchester-Frederick County Convention & Visitors Bureau at visitwinchesterva.com or call 540-542-1326

Advertising



Renewals:

- A-1 Auto Sales
- Adams Nelson & Associates- Suzanne Conrad
 - Alzheimer's Association
 - American Legion Post 21
 - Augmentation, Inc. - Staffing
 - BEI Delivery
 - BK Connected Solutions
- BlackWater Designer Concrete LLC
- Blue Ridge Center for Therapeutic Horsemanship
 - Buffalo Wild Wings Grill & Bar
 - Car Credit Nation
 - Cardinal Technology Solutions, Inc.
- Clarke County Education Foundation
 - Crown Cork and Seal Company
 - Earth Art Kitchen & Bath
 - East Coast Gymnastics and Cheer
 - Eastern Elevator Company
 - Fair Ways for Youth, Inc.
 - Grafton Integrated Health Network
 - Guaranty Self Storage
- Holiday Inn Express- Stephens City
- Loudoun Mutual Insurance Company
 - Massage Envy
 - McFarland's Mill Inc.
 - Motel 6
 - Netmaker Communications, LLC
- Northern Shenandoah Valley Civitan Club
 - Pie-It Plumbers LLC
- Send Out Cards - Appreciation You Can Touch
 - Shenandoah Valley Chess Club
 - Spherion Staffing
- Stacey Mullins- ERA OakCreast Realty, Inc.
 - TeamLogic IT Winchester, Leesburg
- The Bayliss Wealth Management Group of Wells Fargo Advisors
- Valley Health System & Winchester Medical Center
 - Walter & Walter Insurance Agency, Inc.
 - Weedman of Winchester
- Winchester Area Society for Human Resource Management