



AUGUST 2019

# Chamber News

THE VOICE OF BUSINESS & INDUSTRY

**TOP OF VIRGINIA**  
REGIONAL CHAMBER

SPECIAL SECTION:

getting to know  
Your Local Farmer



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# Get to know the people who grow your food

## Letter From the CEO



When many people think about farms, picture-postcard images found in children’s books come to mind: a red barn, cows grazing in the fields, chickens running around loose and a farmer in overalls. Few modern farms in the Top of Virginia match those images. Instead, farms have changed, and will continue to change as new technologies, marketing conditions and economic factors affect the agricultural industry and activities within our region. We are fortunate to live in such a unique industrial and rural community because the agricultural industry is so diverse and inclusive. Farms range from historic landmarks, to vast fields of apple orchards to Christmas tree farms and family owned nurseries that dish up some of our favorite farm market produce. Agriculture is Virginia’s largest private industry with an economic impact of \$70 million annually and provides over 300,000 jobs throughout the Commonwealth. Virginia’s agriculture production is one of the most diverse in the nation with livestock dominating; other key products include soybeans, milk, greenhouse and nursery products. The state is also a leader in produce production with crops ranging from apples to tomatoes and grapes. Did you know that an average of 5 to 6 million bushels of apples are produced annually by Virginia growers? There’s nothing quite like enjoying a fresh, juicy apple grown right here in Winchester. Next time you’re out and about in our great community, stop by one of the many local farms or markets in the Top of Virginia. When you shop, eat, and support local you’re not only enjoying a more personal experience, you’re helping to build a community, you’re strengthening our local economy, creating jobs and opportunities as well as keeping precious dollars in the local community. We want to take a moment to applaud the farming families and their commitments to care for the land and feed our great community.

- Cynthia Schneider, CEO | Top of Virginia Regional Chamber

### UPCOMING EVENTS

The full TVRC calendar can be viewed at [regionalchamber.biz](http://regionalchamber.biz)

### BUSINESS AFTER HOURS

Tuesday, August 13  
Hosted by: Bank of Clarke County

### YOUNG PROFESSIONALS GROUP

Thursday, August 15  
Hosted by: American Woodmark Corporation

### BUSINESS & BREAKFAST

Tuesday, August 20  
Hosted by: MidAtlantic Farm Credit

### Welcome new members

Thanks to our new members who joined the Chamber between July 1 and July 26. To learn more about membership benefits, call 540-662-4118

The Management Group LLC.  
Greenway Engineering  
Shenandoah Elevator, LLC.  
Shop Financial  
Quality Lock  
Care Connections of VA, LLC.  
Winchester Sports and Events Center  
Penn Drill

Winchester Regional Airport Authority  
Blue Bay Technology, LLC.  
Winchester  
River Rock Holdings, Inc.  
Shallow Creek Electrical Services  
Hi Tek Biz, LLC.  
Blue Bay Technology, LLC.  
Chantilly



### CHAMBER STAFF

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### OUR VISION

Be the voice of business for Frederick & Clarke Counties and the City of Winchester, Virginia.

### OUR MISSION

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

### OUR PURPOSE

Connect business and community resources for mutual success.





# Getting To Know Your Local Farmer

BY: RUTH BODEN  
MidAtlantic Farm Credit

Summer is in full swing and it's time to enjoy the fresh flavors of local produce. Have you ever stopped to think about all the local products being produced in our community? The connection between farmers and their fellow community members is more important now more than ever before. It's a great time to explore your neighborhood farmers market or roadside stand.

**Make the Local Connection.** The consumer/producer connection is critical as people are becoming further removed from the farm. This can cause uncertainty, questions, and curiosity in the farm that grew the food products you enjoy. We are so lucky to live within a rural community, where we have access to locally grown, fresh products

I encourage you to visit a local farmer this summer and enjoy sweet corn on the cob or some savory peaches. This is a great way to support our local community and businesses.

## **Embrace the Storytelling.**

While you're visiting a local farm market, meet with the producer and don't be afraid to ask questions! Storytelling is a great communication tool to start a conversation. Both farmers and consumers typically share the common value of family. I recommend asking them for their favorite recipes or recommendations on how best to prepare the products they're selling. Farmers are experts in their field and are truly the best resource if you have questions or concerns. Keep it simple and ask a farmer.

We thank our farmers for growing and producing wonderful products in and around the Shenandoah Valley. Please make plans to visit a local farm family and purchase some locally grown products for your next family gathering. I hope to see you at a local market soon!

At Farm Credit, we support rural communities and agriculture by providing reliable, consistent

credit and financial services. If you're thinking about purchasing a new home, a lifestyle farm property or a new track of land, please reach out to one of our experienced loan officers at 888.339.3334 or visit us at [mafc.com](http://mafc.com) for more information.

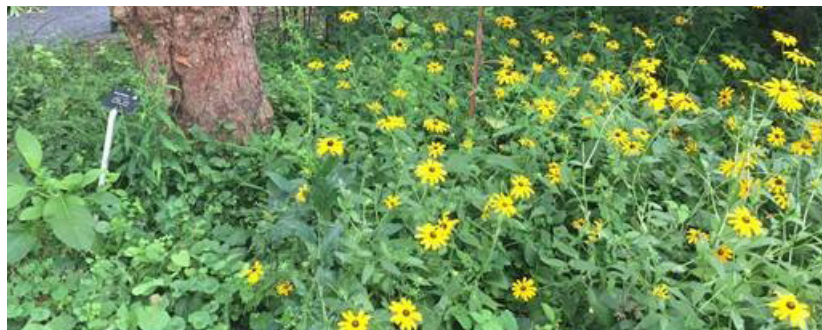
.....  
Ruth Boden is a Mortgage Loan Originator for MidAtlantic Farm Credit.





# Virginia's Native Plants Promise "A Rich Family Tapestry"

BY: JACK MONSTED  
Blandy Experimental Farm



In the wide world of flora, Virginia's plant life proudly challenges any region for diversity.

The deciduous forests of the Eastern U.S. are home to an astounding 10,000 species of native plants. Many of them grow right here in our state, and each has its own unique role in our extended botanical family.

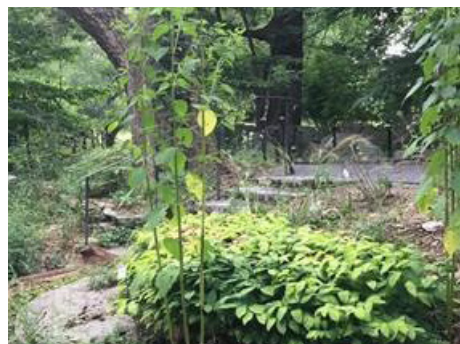
Some are dear, yet ephemeral friends who only visit for a few weeks each year. The diminutive blue phlox, trillium, blood-root, and Virginia bluebells are some such friends – they carpet the forest understory in pastel colors each spring before wilting away by summer's onset.

Others – like the hearty sugar maple and shagbark hickory trees – are reliable parent figures who remain strong and steadfast in the landscape year after year. They turn the hillsides brilliant shades of red and yellow each fall and provide shelter for many woodland critters.

Most native plants are a delight to come upon, but as with any large family there are always a few antagonistic cousins who are best met at a distance. Whether it be the poison ivy whose unassuming leaves can often leave a rash on those who wander in the summer undergrowth or the smilax bramble that goes unnoticed until you're knee deep in its sharp thorns, these plants may annoy but are nonetheless an essential part of the rich family tapestry that makes up our native plant community.

All of these plants and more are growing happily along the Native Plant Trail at the State Arboretum of Virginia at Blandy Experimental Farm in Boyce, Virginia. Join us to appreciate their beauty – it might just make you feel a little more at home in nature.

.....  
Jack Monsted is the Assistant Curator of the Native Plant Trail for Blandy Experimental Farm. <http://blandy.virginia.edu/arboretum>



## July Ribbon Cuttings



Winchester SPCA Thrift Shop  
1944 Abrams Creek Dr., Winchester



Fox Meadow Barn at Cloverdale  
350 Old Firehouse Ln., Winchester



Winchester Cold Storage- New fridge  
188 Brooke Rd., Winchester



# July in Photos



Amy Harriman, Randolph-Macon Academy and Jeffery & Kathleen Bell, AmazEngraved LLC, attended Business After Hours, hosted by the Retreat at Berryville.



Amy Feathers, Greenway Engineering and Karen Poff, VA Cooperative Extension attended Business & Breakfast, hosted by the Winchester-Frederick Visitors Center.



Lizi Lewis and Kim Jappel, Special Love and Lisa Sipp, Shenandoah Arts Council attended a special presentation on the Community Reinvestment Act, presented by United Bank.



TVRC Young Professionals met at Solenberger's True Value Hardware for a DIY Project Night that included plumbing, electrical and car maintenance.



Dr. Dave Miles, Dr. Dave Leadership Corp., The River 95.3 "The Valley Today" and discussed the importance of leadership, leadership development and its culture in the workplace.



TVRC members and the greater community, joined Handley Regional Library Systems for a special Peer 2 Peer Educational on Reference USA, a business and residential data tool.

## THE VILLAGE AT ORCHARD RIDGE PRESENTS



*Celebrating the achievements of those over seventy!*

Do you know someone 70 years or over that is making a difference in their community and in the lives of others? The Village at Orchard Ridge—A National Lutheran Community is pleased to present the inaugural **Stellar 7 Over 70 Awards** in order to celebrate, show our appreciation and showcase these individuals.

Nominations for the **Stellar 7 Over 70 Awards** are being accepted through Friday, August 30, 2019. Award nominees will be unveiled at a reception on Thursday, October 10, 2019 at The Village at Orchard Ridge, and award winners will be celebrated at a ticketed luncheon on Thursday, November 7, 2019 at the George Washington Hotel.

*Be a part of this rewarding experience  
by nominating a deserving individual today!*

— ✦ —  
**FOR NOMINATION CRITERIA  
AND SUBMISSION FORMS VISIT**  
**[www.thevillageatorchardridge.org/stellar7over70](http://www.thevillageatorchardridge.org/stellar7over70)**  
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# Frederick County and Winchester City Now Quarantined to Slow the Spread of the Spotted Lanternfly

BY: BAILEY MCGILL

Virginia Cooperative Extension - Frederick County Summer Intern



The Spotted Lanternfly (SLF) is an invasive species native to Asia that was first found in the United States in 2014 in Pennsylvania. Currently, there are established populations in other states including Delaware, New Jersey, and Virginia. The SLF was found in January of 2018 in Frederick County (Winchester, VA). While adult SLF cannot survive through the winter, their egg masses can. Hatching takes place as a nymph in late April to early May. There are 4 instar stages that nymphs go through with the 1st through 3rd instar being black with white spots, and the final instar being red with black and white spots. Adults can be found starting in July and will lay their egg masses starting in September. This species, a pest to agriculture crops, forests, and home landscapes feeds on over 70 host plants throughout the nymph and adult stages. They use their piercing sucking mouthpiece to drink the fluid from the plant. The nymphs tend to feed on newer growth and plant shoots while the adults can feed directly from the bark. The Spotted Lanternfly's favorite host is considered to be Ailanthus, or more commonly known as the Tree-of-Heaven. Other known hosts include grape vines, apple trees, cherry trees, peach trees, red maple, silver maple, black walnut, English ivy, Virginia creeper, and ornamental roses. The Spotted Lanternfly can cause extreme stress to their host plant because they tend to feed in large groups. This feeding weakens the plant and can cause flagging, wilting, branch dieback, and even plant mortality. Due to all the feeding, SLF excrete a sugary substance called honeydew. This substance covers the surface of the tree and any surrounding areas, such as patios. The large amounts of honeydew can lead to sooty mold growth around the tree which is indicated by a vinegary, sour smell.

Last year treatments were conducted in the infested areas of Winchester and Frederick County by the Virginia Department of Agriculture and Consumer Services (VDACS) with the hopes of decreasing the spread and population growth of the SLF. Herbicides were applied to Tree-of-Heaven with a small diameter, while larger Tree-of-Heaven were used as trap trees and treated with a systemic insecticide. This procedure would force more SLF onto the larger tree which allowed a more controlled use of insecticide while still reducing the SLF population. If Tree-of-Heaven is found on a homeowners' property it is recommended that it be removed to help prevent SLF population growth. Tree-of-Heaven is best controlled using chemicals in addition to cutting the tree down because cutting alone results in more growth. More information on treating and identifying Tree-of-Heaven can be found [here](#). Although treatments did take place in 2018, the SLF still spread to a larger known area within that same year. To help prevent the spread of the SLF out of the county, VDACS issued a quarantine for Frederick County and the city of Winchester. The quarantine requires business owners to obtain a permit from VDACS by having one individual represent the business and complete a set of online training modules to identify SLF in all life stages and obtain more information. After that one representative is trained, they can instruct and teach others within their business to properly inspect for Spotted Lanternfly. When shipping items out of the quarantined area, the business is required to complete an inspection of articles that could be at risk for spreading the pest. This includes any materials housed outside, materials that could have come in contact with the SLF, and vehicles. More details about the permit and quarantine can be found [here](#). While this permit only applies to business entities, VDACS is also asking that community members inspect any items that could be at risk for transporting the pest, including vehicles, before they are moved out of the quarantined area. A checklist for community members can be found [here](#). Some items that are considered at risk include but are not limited to: garden equipment, outdoor furniture, trailers, and building materials. They also ask that citizens control the Tree-of-Heaven on their property and report any SLF sightings to the Virginia Cooperative Extension office or to VDACS.

For information on how to report a sighting see this [resource](#). This pest not only affects businesses in the area, but it has the potential to affect the community as a whole. Community members inside the known area of infestation can find home ornamental pest management information in the [Home Grounds and Animals Pest Management Guide](#) (PMG) on page 57, table 4-57. Slowing the spread of this pest will take each member of the community doing their part.



## Renewals

- World's Away Escape
- American Red Cross- Top of Virginia Chapter
- Basbox LLC
- NW Works
- SPCA
- Todd Thompson- Commercial Realtor, Greenfield & Cran
- United Way of the Northern Shenandoah Valley
- Eye Care Physicians & Surgeons PC
- BCT- Middleburg Branch
- Cove Campground
- Enders & Shirley Funeral Home
- Full Circle Marketing
- Honey Baked Ham Co. & Cafe
- Kotkin Chiropractic Center, P.L.C
- Piccadilly Printing and Marketing
- Richard's Fruit Market
- The Uniform Store
- The UPS Store
- VisionBound International, LLC
- Winchester Casket Company
- Adams-Nelson & Associates, Inc.
- Apple Blossom Mall
- Blossman Gas and Appliance
- Bright Box LLC
- Kilmer & Associates, CPA, P.C.
- M.E. Flow, Inc.
- McClung Companies
- Morgan Stanley- Wealth Management Winchester
- Nibblins, LLC
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- Shade Equipment company, Inc
- Shenandoah Valley Orthodontic
- SpecialMade Goods & Services
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- City of Winchester
- Clarke County Public Schools
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- Integrity Home Mortgage Corporation
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- Ashworth Brothers, Inc.
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