



JUNE 2019

# Chamber News

THE VOICE OF BUSINESS & INDUSTRY

**TOP OF VIRGINIA**  
REGIONAL CHAMBER

SPECIAL SECTION:

## live well, Work Well.

- Mission Functional Medicine
- Be smart, eat smart
- Fascia Stretches to get you moving.. and more!



### 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:

**Cynthia Schneider**, CEO

**Ashley Miller**, Director,  
Marketing & Communications

**Danita Roble**, Director,  
Membership Development

**Jody Wall**, Director,  
Program Development

**Dan Hitchcock**  
Membership Development  
Specialist

**Betsy Lillis**  
Administrative Support  
Specialist

### Contact Us:

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Winchester, VA 22601  
540-662-4118

[www.regionalchamber.biz](http://www.regionalchamber.biz)  
[office@regionalchamber.biz](mailto:office@regionalchamber.biz)

## TVRC Board of Directors Chatter



**Janie Shirley**  
Costco

They say summer bodies are made in the winter. Being a native Floridian, I could not relate to this concept until we relocated here with Costco almost 14 years ago. Health and wellness has taken on a new meaning with all the latest medical research and holistic approaches. It excites me to see so many people who are making positive changes in their health. Thankfully our region offers many resources to get and stay healthy with state of the art medical facilities, fitness centers, beautiful scenic routes & recreational parks for walkers, runners, hikers as well as a variety of outdoor activities.

Many local restaurants now offer healthier means to accommodate a keto, paleo, or vegetation lifestyle. Our local farmers also offer a variety of fresh produce and meats!

One of my favorite events that I've implemented exclusively at Winchester Costco is our "Live Healthy Tour." It's a community event where we partner with fellow members like Winchester Wellness & Weight Loss, to teach our guests how to make healthier, affordable food choices and more! We hope you'll join us next time. Health is a valuable resource. Invest in it wisely.

### 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?

*"The Top of VA Regional Chamber is a great asset to our community! I have had the pleasure of being involved with Valley Business Women and the Community Leadership Program. These programs are educational and have given me the opportunity to connect and build relationships with other businesses and leaders in our local community."*

**Jennie Morrow**

The Shenandoah Group  
Private Wealth Management  
Wells Fargo Advisors



# 2019 Events and Programs

\* Indicates registration requested | \*\* Indicates registration required

## EVENTS

### 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 Membership Meeting 2020\*\*

TBD

### SABF Business at the Bloom\*\*

James R. Wilkins, Jr. Athletics & Events Center

### Corporate Challenge\*\*

Winchester Sportsplex

## 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 \*\*

### 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.  
June: Courtyard by Marriott

### Business and Breakfast

Every 3rd Tuesday, 7:30 -9:00 a.m.  
May: YHB | Loudoun St.

### 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](http://regionalchamber.biz)

## TVRC announces Cynthia Schneider as CEO



**Cynthia Schneider**  
TVRC CEO

Top of Virginia Regional Chamber (TVRC) the voice of business in the City of Winchester, Frederick & Clarke Counties, announced today that its Board of Directors has appointed Cynthia Schneider as Chamber Executive Officer effective 1 June 2019, succeeding Richard Kennedy who is stepping away for personal and family reasons.

Mr. Kennedy has served the TVRC for the past 3 years. His leadership has brought the Chamber an increase in membership, a broader impact with community involvement, and advocacy for our local business community. His contributions are valued and appreciated. While at the Chamber, Kennedy was named to the State Board of Directors for Virginia Chamber of Commerce Executives.

“We are pleased to welcome Cynthia to her new role and are confident that her leadership, track record and vision for the Top of Virginia Regional Chamber and business community will complement the Chamber’s mission, vision and objectives,” said John Lamanna, TVRC’s Board Chair. “As the voice of business in

our community, TVRC has an outstanding reputation serving and representing a robust business community in our region and beyond. We want to see that continue for generations to come.”

Mrs. Schneider has been with TVRC since 2015, where she previously held the role of Director, Finance and Administration and most recently Chamber Operations Officer. She possesses significant experience in business development, finance and community service.

“My vision for the Chamber is to increase its impact on the prosperity of the community as a supportive partner to businesses in the Top of Virginia,” Cynthia Schneider said. “I’m very excited to continue working with the Chamber membership and business community to build upon the Chamber’s reputation as the premier membership organization for business.”

See **Announces**, Page 5

## Who’s Joined

Please welcome and patronize these Chamber members who joined April 26 to May 31.

### Fox Meadow Barn

350 Old Firehouse Ln.  
Winchester, Va.

### Cloverdale Barn

2368 Cedar Creek Grade  
Winchester, Va.

### Hancock Media

142 Windstone Dr.  
Winchester, Va.

### Walsh Colucci Lubeley & Walsh PC

204 S Loudoun St. Suite 100  
Winchester, Va.

### Los Toltecos

1046 Millwood Pike  
Winchester, Va.

### SERVPRO of Winchester

214 Fort Collier Rd.  
Winchester, Va.

### Viola Engineering, PC

402 Bufflick Rd.  
Winchester, Va.

### Callanan Executive Services, LLC

Stephens City, Va.

## Follow Us!



Give us a follow on Instagram @topofvirginiaregionalchamber for the latest photos capturing snapshots of chamber life.



# Speical Section: Live Well, Work Well.

Your heath is at the center of your life. Every part of your life relies on you having good health. Read to learn why maintaining a healthy lifestyle is important to human happiness and well-being.

## Individualized, patient centered and science-based approach

**BY: SHAWN LAWSON**

Mission Functional Medicine

Functional medicine is an individualized, patient centered and science-based approach that empowers patients and practitioners to work as a team to address disease and promote optimal wellness. In Functional medicine, there is a large emphasis on modifiable lifestyle factors such as eating

healthy, getting adequate exercise, getting adequate sleep and reducing stress. While functional medicine utilizes standard pharmaceutical drugs when necessary, it puts a greater emphasis on addressing the root cause and focuses on lifestyle factors as a first step in addressing medical conditions. Functional medicine uses the Functional Medicine matrix as a map to direct treatment at the root cause of illness.

## Random fads and confusing “studies” perplex everyone

**BY: JACQUELINE SHOEMAKER, MSN,FNP-BC**

Winchester Wellness & Weight Loss Clinic

What does it mean to eat healthy? What should you eat? Is fat bad? Should I eat bread? Random fads and confusing “studies” perplex everyone and divide society. The best advice is to truly eat clean, avoid factory processed foods and excessive sugars.

The average person has 5 liters of blood. This equates to 2.5 soda bottles. The average blood sugar should be 60-100 mg/dl or 1-1.5 teaspoons. So, in all the blood flowing through your body, only 1-1.5 teaspoons

See **Eat**, Page 5



Valley Health Wellness & Fitness with second re-certification.

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“... Empowers patients and practitioners to work as a team to address disease and promote optimal wellness.”

- Shawn Lawson  
Mission Functional Medicine



Healthy eating is about eating smart and enjoying your food.

## Team building exercises and exposure to opportunities

**BY: LACEY HARRIS, MBA**  
Valley Health Wellness & Fitness

Valley Health Wellness & Fitness Center is proud to announce its second re-certification with a 100% compliance score through the Medical Fitness Association ([www.medicalfitness.org](http://www.medicalfitness.org)), the leading organization dedicated solely to medically-supervised and outcomes-based fitness facilities. This certification is a significant step forward

in the health delivery for our entire community.

The Medical Fitness Association's Facility Certification program is the first and only recognized certification offered specifically to facilities in the medical fitness industry – an industry that serves over four million members worldwide and growing.

The certification process is an integral part of ensuring that facilities provide

See **Fitness**, Page 8

## Quality of life also is dependent upon their strong sense of self

**BY: JOAN MONAHAN**  
Legacy Wellness

Mental health is an area that deserves just as much attention as one's physical health. Our society incorporates the importance of visits to our primary care doctors. This is so important; however, an individuals quality of life also is dependent upon their strong sense of self and overall mental health. It could, perhaps, be an extraordinary experience for all if mental health began to be a normalized event in everyone's lives. Making the first step to see a licensed counselor may not be the easiest thing to do for anyone. Thus, knowing that it is an acceptable part of

See **Mental**, Page 8

## What the community had to offer and the challenges it faces

**BY: CARLEY WALKER  
NW Works**

One of the best parts of Summer is the fresh produce that grows abundantly in our region. Fruits and vegetables are the cornerstone of healthy eating when combined with farm fresh meats and dairy. At Firefly Café and Bakery, we strive to use locally sourced fare in all our dishes. The closer the produce is grown, the fresher it is when it hits your

plate. We proudly offer Gore's meats in our Café to support a local establishment and to also bring our customers the freshest meats around.

Fill your plate with mostly vegetables, a medium serving of meat, and a small serving of healthy grains. This balanced diet is full of protein and nutrients and will also keep you full longer. When you want to indulge in something special, Firefly Café See **Summer**, Page 8

## What is Fascia?

### Fascia is a Sensory Organ!

**BY: LAURA BERGMANN MS, LMT, CES  
FASCIA LINES**

part of EVERYTHING so we need to take care of it!

At FASCIA LINES the body is looked at as a whole system, not pieces, with the Fascial Network at the center of it. The underlying CAUSE(S) of issues are addressed, not just the symptoms.

Together we will guide the body back to its happy place. You will then be empowered with knowledge, exercises, and stretches to help maintain it on your own.

Fascia is very densely woven, covering and interpenetrating every muscle, bone, nerve, artery and vein, as well as, all of our internal organs including the heart, lungs, brain and spinal cord. It is now recognized that the Fascial Network is one of our richest sensory organs.

Fascia is our 6th sense. This means that fascia is EVERYWHERE and a

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“The closer the produce is grown, the fresher it is when it hits your plate.”

- Carley Walker  
NW Works



Having the option to purchase locally grown food has many benefits.

## Fascia Stretches to get you Moving

Movement and hydration are key to keeping your Fascia healthy. Here are some stretches you can do at your desk to keep your fascia from becoming stuck and your joints compromised.

- **Calves and hamstrings**- Ideally with shoes off, sit on the edge of your chair with one leg extended and lean forward SLIGHTLY. Gently and slowly bring your toes back (flex your ankle) and then point them down toward the floor.
- **Front of hip**- Sit sideways on your chair (if you can't stand up) and bring one leg behind you and the other leg in front of you. Both at a 90 degree angle. Sit up tall and gently pull in your belly as you squeeze your glute.
- **Forearms and shoulders**- extend one arm out to the side. GENTLY flex your fingers back as you SLOWLY turn your head to look to the opposite side.
- **Whole body**- Stand up and reach up to the ceiling, take a big breath. Arms out to the side then squeeze your shoulder

## Announces

From **Page 3**

Growth strategies Schneider is focused on include increasing chamber membership to 900, a goal set in the 2019 strategic plan; bridging the gap between demographics and generations by creating more coalitions and focus groups, all while engaging new audiences. “As we create more opportunities for our membership and greater community, I expect to see an increase in energy within the Chamber, creating more engagement, interaction and leadership.”

Schneider is passionate about the Top of Virginia and is an active participant in local community service.

## Start Your Journey Today! with one bottle of Detox!

**BY: BELLADEAN MASHINGAIDZE  
WHITE HOUSE FOODS**

Your family's health is very important and White House Foods® is committed to producing the very best products for your home. We strive to make

certain the best product is in your fridge, pantry or kitchen table. See more on our website – [www.whitehousefoods.com](http://www.whitehousefoods.com) or [www.applec-rateco.com](http://www.applec-rateco.com).

Start Your Journey Today! We've used Mother Nature's best ingredients such as See **Journey**, Page 8





# May in Photos



TVRC hosted their first Hispanic Coalition in April at the Salvation Army. The coalition is looking forward to continued successes in partnering with the community.



Congratulations to iDeal Furniture on their ribbon cutting!  
7722 Main St., Middletown



Congratulations to A-1 Auto Sales on their ribbon cutting!  
3880 Valley Pike, Winchester



Patti Solenberger, Solenberger's Hardware, Connie Paradise, Connie Paradise Photography and Darcus Breneman, First Bank, attend BAH at the SPCA w/ Full Circle Marketing.



Congratulations to Bayliss Wealth Management Group on their ribbon cutting!  
117 N. Braddock St., Winchester



Brian Perez attended YPG hosted by the Museum of the Shenandoah Valley, in their Makerspace for a night of STEAM learning.



Congratulations to Lakin & Warren Financial Group on their ribbon cutting.  
23 N. Church St., Berryville



Jim Guisewhite, SVN and John Fox, Greenwood Grocery & Deli attended B&B hosted by Miller's Supplies at Work.



Heather Kovaly, Thermo Fisher Scientific, Kelli Williams, LFCC and Mary Atnon participating in TVRC's CLP Community Problem Solving Day at NW Works.



Congratulations to Lakin & Warren Financial Group on their ribbon cutting.  
2500 Valley Ave., Winchester



Lavenda Denney, Executive Director, SPCA hosted May's BAH with Full Circle Marketing. Denney pictured ringing the bell every time a new member joined the organization.



Congratulations to Guaranty Self Storage on their ribbon cutting!  
345 Gateway Dr., Winchester

# Upcoming Chamber Events & Programs

\* Indicates registration requested | \*\* Indicates registration required

## Young Professionals Group\*

Attitude is everything and can really affect our lives in different ways. Join Siona Escoto, Outreach & Placement Specialist from Blue Ridge CTC, for a presentation on Understanding Attitude and learn what you can do to improve yours professionally and personally on June 20, at Bright Box from 5:30 - 7:00 p.m.

All chamber members and non-chamber members in their 20's and 30's, that reside in Winchester City, Frederick and Clarke Counties are invited to attend and be a part of a new fast paced and energizing program.

## June Peer to Peer Educational Series

Valentine Marketing Group's mission is to make lives easier by bringing more revenue to small businesses, allowing owners to live with less stress and focus more on what they love.

Lauren Valentine's work focuses on implementing, simplifying, and automating these critical marketing processes that lead to success in business and in life.

Join her on Tuesday, June 25, 11:30 a.m. at the Holiday Inn Historic Gateway, 333 Front Royal Pike to learn more about the importance of email marketing, her strategies, as well as tips and tricks. This event is sponsored by Tech Team Solutions, LLC.

## Hispanic Coalition Gathering\*\*

TVRC welcomed over 40 individuals at their first Hispanic Coalition Gathering, hosted by the Salvation Army in April.

The purpose of the Hispanic Coalition is to engage Hispanic business owners in chamber of commerce/local events, as well as assisting the Hispanic business community with solutions to everyday obstacles, while uniting residents and businesses of all backgrounds.

Join TVRC on June 27, 5:30 p.m. Los Toltecos Mexican Restaurant, 1046 Millwood Pike., Winchester. Call the Chamber to RSVP by June 26.

## Chamber Night @ the Ballfield

Celebrate the vibrant community of Winchester with Chamber Night @ the Ballfield, hosted by the TVRC Young Professionals Group, sponsored by Compass West Realty and Woodmen Life.

Chamber members and the greater community are encouraged to invite their employees, coworkers and families to watch the Winchester Royals take on the Purcellville Cannons.

Show your clientele and community how much you appreciate them with a trip to the Bridgeforth Field, 1051 Senseny Rd.

Free event. Open to Chamber members and the greater community.

## Neighborhood News & Events

- Leadercast Leading Healthy Teams. June 13. 8:30 a.m. Lord Fairfax Community College. 173 Skirmisher Ln., Middletown
- NSV Civitan Meeting. June 13. 6:00 p.m. TVRC Office. 407 S Loudoun St.
- WBG Second Friday Game Night. June 14. 6:00 p.m. Winchester Book Gallery. 7 N. Loudoun St.
- Relay for Life of Winchester/Frederick County. June 14 & 15. James Wood High School. 161 Apple Pie Ridge Rd.
- OldeTowne Open Mini Golf Tournament. June 15. 11:30 a.m. Old Town Winchester. Hosted by NSV Civitan.
- AMVETS Post 18 General Membership Meeting. June 19. 6:30 p.m. Moose 2nd Floor. 215 E. Cork St.
- Bluegrass Concert: Springfield Exit. June 20. 6:00 p.m. West Oaks Farm Market & Event Venue. 4305 Middle Rd.

Is your business or organization hosting or producing an event? Do you know about a neighborhood meeting that you'd like to get the word out about? Add it to TVRC's [Community Calendar](#).

### Thank you to our 2019 Sponsors:

#### Chamber Elite



#### Chairman's Club



#### President's Club





## Eat

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### From Page 4

should be sugar at any given time. This is so easy to exceed. Our bodies secrete insulin to manage the excessive sugar. Insulin unlocks the “door” to the cells and allows sugar to leave the blood stream and enter the cell. Cells get full; no more sugar is permitted, so the insulin redirects the sugar to the liver. The liver stores the sugar as fatty liver, high cholesterol or weight on the tummy, hips, and thighs.

The key is to be mindful of sugars and starch so we don’t store excessive fat!

## Fitness

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### From Page 4

medical oversight, high-quality and safety of programs and services that are necessary to meet the standards of care in the local healthcare system. Based on the Medical Fitness Association’s official Standards and Guidelines for Medical Fitness Facilities, the certification process involves an in-depth, on-site review of a facility’s adherence to the prescribed standards and guidelines. The Medical Fitness Association’s Facility Certification is the recognized mark of excellence in the health and wellness industry.

We are pleased to be leading the way in the health of our community. Stop in for a tour or call us at 540-536-3000 for more information about our services.

## Mental

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### From Page 4

our society could make this first step more practical.

At our center, The Legacy Wellness Center, we encourage individuals to become personally empowered to create their own sense of wellness. Legacy is committed to educate individuals about an intention that can support an integration of the mind, body, and heart connection. One’s physical and mental health are connected and need to be treated as so.

My hope for our world is to have this connection be a more normalized expectation and conversation for all.

## Summer

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### From Page 4

and Bakery has fresh baked treats offered daily. Healthier options at Firefly include grain-free magic cookies, Annie’s Famous Lemon Bars, and of course fresh fruit.

## Fascia

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### From Page 5

- **Whole body**- blades together. Reach your right finger tips down to the floor, slowly tilt your head left. Do the same to the other side. Shake everything out and get back to work stretched and refreshed.

**IT'S GAME TIME!**  
Join Top of Virginia Regional Chamber and the Winchester Royals for  
**Chamber Night @ the Ballfield!**

When: Saturday July 6  
Where: Bridgeforth Field  
Time: 7:00 - 9:00 p.m.  
Cost: FREE

Chamber members and the greater community are encouraged to invite their employees, coworkers and families to watch the Winchester Royals take on the Purcellville Cannons.

SPONSORED BY:  

## Journey

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### From Page 5

cinnamon, lemon and honey!

Use White House Organic Detox with Organic Apple Cider Vinegar with Mother to jumpstart into a lifestyle of health. With the many benefits that apple cider vinegar has been known to provide, such as an aid to improving hearth health, promoting sleep, and a natural aid to weight loss, we’ve designed the White House Organic Detox to help rid your body of toxins and fill it with nutrients and energy.

One bottle of our flavorful DETOX product provides your daily dose from the AM to the PM! Organic Detox is an easy, simple ready to drink remedy! Whether you’re starting a new diet plan or in mid-season, use ORGANIC DETOX to assist the rejuvenation of your metabolism!

From Our House to Yours... White House®. Try the NEW DETOX SHOTS, now available on Amazon.com in a 6 PACK or 24 PACK! Available on Amazon Prime.

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HERE?**

Contact Ashley Miller at  
[amiller@regionalchamber.biz](mailto:amiller@regionalchamber.biz)  
or 540-662-4118



# Advertising



## May Renewals:

- AppsTwentyFour Seventeen
- Blue Ridge Association of REALTORS
  - Callanan Executive Services
    - Courtyard by Marriott
  - Creekside Financial Group, Inc
    - Firefly Cafe & Bakery
    - Fox Meadow Barn
    - Hancock Media
- Hawkeye Aerial Imaging Solutions, LLC
- Hunt Country Wealth Management
  - Hurford Hardwoods USA
  - I'm Just Me Movement
  - LKQ Corporation
    - Malloy Ford
- Mark R. Zemanovich, D.D.S., P.C.
- Navy Federal Credit Union Contact Center
  - Pivot Physical Therapy
  - Quarles Energy Services
- RCK Weddings & Designs LLC
  - Red Roof Inn
  - Riviana
  - SERVPRO of Winchester
- Shaffer's Barbeque and Catering Service
- Shenandoah Area Agency on Aging
  - Stuart Hill Apartments
  - Viola Engineering, PC
- Virginia Department for Aging and Rehabilitative Services (DARS), Division of Rehabilitative Services (DRS)
- Walsh Colucci Lubeley & Walsh PC
  - Winchester Imaging