

MAY 2019

Chamber News

THE VOICE OF BUSINESS & INDUSTRY

TOP OF VIRGINIA
REGIONAL CHAMBER



SPECIAL SECTION:

leadership Excellence

- Community Leadership Program
- Leadership Development
- Team Building ...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:

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



Greg Vossler

Green Bay Packaging

The Top of Virginia Regional Chamber offers a large assortment of programs, educational events, and networking opportunities for a wide range of individuals, business owners, and young professionals. However, there is one program that stands above all else in my opinion when it comes to the chamber.

For years now the Community Leadership Program has fostered a wide variety of community activists, leaders, and all-around better members of our community because of this program.

Although I was not born in Winchester, I have lived here for nearly 25 years. In that time I have made significant connections and thought I knew everything that Winchester and Frederick County had to offer.

However after just three short months of being involved in the CLP program through the chamber I realized I did not know as much as I had thought. The program was truly eye-opening and an amazing experience to get a better understanding as to what it means to live here in this amazing community, as well as understand how the different industries that make up are amazing community are dealing with a changing workforce and adapting to the business environment that is constantly changing.

No matter who I speak to in regards to this program whether they are chamber member or not I always suggest that people apply to take part in this program and find out who our community really is!

2019 Board of Directors

Executive Committee:

John Lamanna, Chair

Timber Ridge School

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John Fox, Vice Chair

Greenwood Grocery & Deli

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Gregory Vossler, Green Bay Packaging

Board Members:

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Emily Burner, Shenandoah University

Charles Daniels, Integrus Holdings, Inc.

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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?

Our family has lived in Winchester for almost 13 years. I joined the Top of Virginia Regional Chamber last year as a way to get more involved in the community. Through the various programs, I've learned more in the last year about my community than I did in the previous twelve. The chamber sponsored social events opened my eyes to how fortunate we are to be in this community. Our chamber serves as a hub for some of the most dynamic, gifted and talented professionals from all walks of life.

My short year of membership has been much more than networking with business owners and professionals. Through membership I've learned how I can grow my business by partnering and collaborating with other professionals. It's been said that iron sharpens iron and the friends that I've made through the chamber inspire me to be a servant leader. Several are now clients whom I serve as a wealth advisor.

What excites me most is that I've only scratched the surface of all our chamber has to offer. Every month new members are joining and the programs continue to expand. I look forward to many years of membership.

James Imoh, Financial Advisor, Edward Jones

2019 Events and Programs

* Indicates registration requested | ** Indicates registration required

EVENTS

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 Membership Meeting 2020**

TBD

SABF Business at the Bloom**

James R. Wilkins, Jr. Athletics & Events Center

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.
May: SPCA w/
Full Circle Marketing

Business and Breakfast

Every 3rd Tuesday, 7:30 -9:00 a.m.
May: Millers At Work

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 Corporate Challenge Team Competition

We invite businesses in the Top of Virginia region to join the Chamber for a day of fun and team building! Your team will display their competitive prowess as they compete to win the Chamber Torch Trophy! The games are simple, fun and reminiscent of those we enjoyed in our neighborhoods or school playgrounds 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.

Day Includes: Competitive games - Three legged race, Frisbee Toss, Beach Ball Volleyball, Trash Ball Trivia Content, Free Throw Contest, Try Not To Laugh Joke Competition, Rock Wall bonus points, and Dodgeball playoffs; Fun prizes - most spirited team, best team uniform; Awards presentation and lunch.

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Not enough staff to create a team? That's okay- we have a solution for you! Create team spirit by recruiting your clients, family members or friends of all business sizes

Contact the Chamber with questions.

IF YOU GO:

When: Friday, June 7

Where: Winchester Sportsplex
Cost: \$250 per team of 6 players
Contact the Chamber Office for more information



2018 Chamber Torch Trophy winners
YHB.

Who's Joined

Please welcome and patronize these Chamber members who joined April 1 to 26, 2019.

Greenfield and Behr Residential

14 E Piccadilly St.
Winchester, Va.

Greenfield and Craun Commercial

14 E Piccadilly St.
Winchester, Va.

True North Group

1174 Perry Rd.
Winchester, Va.

LegalShield-IDShield

Winchester, Va.

Super Splasher Aquatics

257 Tyson Dr., Unit 1
Winchester, Va.

Watchman Stove

195 Ebert Rd.
Winchester, Va.

Aerotek

621 West Jubal Early Dr.
Suite C
Winchester, Va.

Lightbulb Marketing, LLC

147 Creekside Ln.
Winchester, Va.

Follow Us!



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

Fostering Leadership Potential in our Community

"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."

- John Quincy Adams

Leadership development is a journey – there is no finish line

BY: JIM BOWIE
Roxtar Consulting

In my opinion, a great human leader is defined by both the contemporary impact and the enduring legacy they yield. Primarily, this requires loyalty and integrity. Loyalty involves valuing others above oneself, and entails more than a willingness, but a drive to make others the priority, the mission, and to give your all to make the mission a success.

Integrity has been accurately defined as "doing what is right, even if no one is watching." Don't confuse this with being right all of the time. No one is always right on this side of grace.

From a practical, observable standpoint, a great leader is willing to do every task they ask (or would ask) others to do, to lead from the front without ever asking for gratitude or honor.

See **Journey**, Page 8

Local stakeholders and aspiring influencers

BY: KIMBERLY WILT
Blue Ridge Habitat for Humanity

Although I have lived in the Winchester-Frederick County area for almost 2 decades, I had been sheltered from the various aspects which make up our diverse community until I began my work as the Development and Marketing Director of Blue Ridge Habitat for Humanity. Through the Chamber's Community Leadership Program, I could fully immerse myself into discovering the past, present and future of the local area. The network CLP establishes year after year gathers together local stakeholders and

See **Local**, Page 8



CLP Class of 2017 touring Frederick County Public Schools for Education day.

”

CLP opened doors and laid the foundation for friendships that have lasted for decades.

- Jim Stutzman



CLP Class of 2018 participating in Government Day.

Team building exercises and exposure to opportunities

BY: JIM STUTZMAN

When I first learned of the Community Leadership Program being initiated by the chamber, I had been living in Winchester for about 15 years, working 100+ hour weeks and knew little about how our community operated. CLP opened new doors and my eyes to the multi-faceted organizations that make our community function.

From healthcare, public service and

government to agriculture and non-profits, we were exposed to each of these important pieces that provide the infrastructure of a vibrant community-it was quite the education.

The residual benefit that I didn't expect was the leadership skills, team building exercises and exposure to opportunities, allowing me to become more involved in community activities. CLP opened doors

See **Team**, Page 8

Meet local business and community leaders

BY: NADINE POTTINGA
United Way NSV

The Community Leadership program was an incredible experience. Being somewhat new to the area when I joined the class it allowed me the opportunity to meet local business and community leaders and learn about the rich history of the Shenandoah Valley.

See **Leaders**, Page 8

Community continues to thrive

BY: BETH FALU
Navy Federal Credit Union

I have truly enjoyed participating in this year's Community Leadership Program (CLP).

See **Thrive**, Page 8

What the community had to offer and the challenges it faces

BY: BILL WILEY
CITY OF
WINCHESTER

My first thought about this program was that, "What am I going to learn in this program? I am not sure whether I can get anything out of it since I currently serve on Winchester City Council and past boards & commissions." I was wrong.

I learned a lot about what the community had to offer and the challenges it faces.

The Community Leadership Program (CLP) gave me insight into many businesses both private and public. I enjoyed learning about how certain companies make products or offer services. CLP educated me about performing leadership duties like teamwork and problem solving both of which I utilize on a daily basis in my job.

Our community is faced with workforce demands where we

See **Offer**, Page 8



CLP Class of 2016 participating in SIMSOC, Simulated Society.

Class of 2019

Proud Community Partners



AMERICAN WOODMARK



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“...Makes you realize what a wonderful Country we live in and how fortunate we are to call the Commonwealth of Virginia home.”

- Allen Sibert, Chief Deputy
Winchester City Sheriff's Office



CLP Class of 2019 participating in Non-Profit and Community Culture Day

At the top of their fields and are very passionate

BY: ALLEN SIBERT

Chief Deputy
Winchester City Sheriff's Office

My time in the Community Leadership Program has been very enlightening and educational. Every class topic has been informative, relevant, and professionally composed. Chamber staff along with presenters are at the top of their fields and are very passionate about the subject matter.

All classes have been outstanding, but the Simulated Society portion really puts things in perspective and makes you realize what a wonderful Country we live in and how fortunate we are to call the Commonwealth of Virginia home.

I would highly recommend the program to all those that serve in any aspect of our community.

What is the Community Leadership Program?

Purpose: To foster leadership potential in the community in order to ensure continued growth and development in our region.

Participants: A maximum of 25 participants who either reside or are employed in Clarke County, Frederick County or Winchester will be selected based on information and references provided.

Attendance: Mandatory attendance at each monthly sessions is strictly monitored and enforced. Because of the required time commitment, the support of the participant's employer is essential.

Objectives: To encourage participants to develop skills and access resources needed to provide leadership to address community needs. To enhance an understanding of the complex issues facing the communities of Clarke and Frederick Counties and the City of Winchester through:

- Educational programs which broaden knowledge of the area and local structure of government, educational systems, businesses and non-profit organizations
- Exposure to community leaders and decision makers
- Study of current issues facing the region

Schedule: 9 full day sessions September through May. 3rd Friday of each month. Class orientation in August and graduation ceremony in June.

Topics Covered:

- Leadership & Teamwork
- Community Culture/ Non-profits
- Agriculture
- Government & Economic Dev.
- Education
- Health Care
- Public Safety
- Simulated Society

Tuition: May be paid by either the participant or the employer. Limited scholarships may be available and are awarded based on need. The tuition for the 2019-2020 program year is \$750 for Chamber members, \$950 for non-members. A \$25 non-refundable application fee included in the cost and must accompany the completed application. **Contact the Chamber office for an application.**

April in Photos



Amy Flores Velasquez, Clawson & Pelerin and Alexis LaPorte, TWG Insurance attended VBW's first Girls Night out, hosted by Solenberger's True Value.



Congratulations to Heart of the Home Design-Build on their ribbon cutting!



Thank you Jaime Karalis, Lightbulb Marketing for educating our membership on the importance of marketing at our April Peer to Peer Educational Series luncheon.



Joanne Lloyd, Bank of Clarke County, Jody Wall, TVRC and Betty Weller, Bank of Clarke County attended BAH at Long Branch Historic House & Farm.



Congratulations to Winchester Oral Surgery Center on their ribbon cutting!
1010 Amherst St., Winchester



Michelle Brune, BB&T and Patti Solenberger attended BAH at Long Branch Historic House & Farm.



Congratulations to Right at Home on their ribbon cutting!
1844 Valley Ave., Winchester



Congratulations to Historic Rosemont Spring on their ribbon cutting!
16 Rosemont Manor Ln., Berryville



Mary Anton, Handley Regional Library and Kristie Svehla, First Bank participating in TVRC's CLP's Simulated Society activity.



Lauren Wellman, myPotential at Home, Whitney Kern, Edward Jones, Laura Wiley, MSV and Jackie Fearnow, Comcast Spotlight at YPG hosted by Water Street Financial



Congratulations to East Coast Gymnastics & Cheer on their ribbon cutting!
1810 Roberts St., Winchester



Dr. David Miles, Dr. Dave Leadership Corp, Richard Kozlow, NW Works, Carley Walker, NW Works and Cynthia Schneider, TVRC attended B&B at Firefly Cafe & Bakery.

Upcoming Chamber Events & Programs

* Indicates registration requested | ** Indicates registration required

Young Professionals Group*

Come test out your creativity and battle some 'bots at MSV's Makerspace for a special evening of STEAM engagement through innovative, hands-on learning experiences. Young Professionals will be encouraged to experiment and get their hands dirty. Space is limited. Register early.

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.

Valley Business Women**

Join Tomeka L. Brown, CFP, Assistant Manager, Navy Federal Financial Group Training on June 19, 11:30 a.m.- 1:00 p.m. at Holiday Inn Historic Gateway, 333 Front Royal Pike, Winchester, as she talks about prioritizing your personal finances and goals to best compliment your overall financial plan.

The presentation will provide a framework for how to think about your overall financial well-being. You won't want to miss this informative speaker. Find out if you're on track and what you need to do if you're not!

Register by Friday, June 14 for early bird pricing.

CPR & AED Class**

Join Valley Basic Life Support, (ASHI) American Safety and Health Institute for a CPR/AED training during National CPR and AED Awareness Week, June 1-7. Participants will learn the importance of making every second count during a cardiac arrest and how to save the life of another individual.

This hands on course will teach CPR/AED for adults, child, infant along with steps to relieve choking.

June 4. 11 a.m. at YHB, 302 S. Loudoun St., Winchester. Limited space. Register online or call the Chamber office. \$50 per person.

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.

Neighborhood News & Events

- NSV Civitan Meeting. May 9. 6:00 p.m. 407 S. Loudoun Street
- WBG Second Friday Game Night. May 10. 6:00 p.m. 7 N. Loudoun Street
- AMVETS Post 18 Membership Meeting. May 15. 6:30 p.m. 215 E. Cork Street.
- AMVETS Annual Military Appreciation Banquet. May 16. 5:30 p.m. The GW Hotel, 103 E. Piccadilly Street
- Bluegrass Concert: Springfield Exit. May 16. 6:00 p.m. West Oaks Farm Market & Event Venue, 4305 Middle Rd
- Heritage Plant Sale. May 17 & 18. 9:00 a.m. MSV, 901 Amherst Street.
- KidzFest. May 18. 11: a.m. Old Town Winchester.
- Employer Expo. May 23. 3:00 p.m. War Memorial Building @ Jim Barnett Park
- First Friday @ WBG- Live Art! June 7. 5:00 p.m. 7 N. Loudoun Street

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



Journey

From Page 4

The honor of leading is its own reward. A leader exhibits humility tempered with confidence, and experience coupled with expertise.

And always remember, leadership development is a journey – there is no finish line. The route is treacherous at times, and at others, the trek seems to require no effort at all. The question is this: knowing that there is no destination, that there will be struggle and pain along the way, are you willing to brave the route?

Team

From Page 4

and laid the foundation for friendships that have lasted for decades. I felt so strongly about our experience and the program itself, Jim Stutzman Chevrolet-Cadillac became a major sponsor and participants in many planning aspects for years. The growth and opportunities I experienced have enhanced both my personal and professional growth and I highly recommend the program.

Local

From Page 4

aspiring influencers to highlight the strengths and assets of our community. Furthermore, each session works to propose opportunities that will help us build a better tomorrow.

As an educator who transitioned into the nonprofit field, this select program has allowed me to build a large, comfortable network of corporate connections while enhancing my own team leadership skills. CLP is an exceptional opportunity to spread community awareness of issues affecting the assorted professional sectors that make up the fabric of our region. Three years later, I am still a vocal advocate of this program and continuously reference the impact it has had on Blue Ridge Habitat's growth.



Leaders

From Page 4

The knowledge, experience and the connections I made have proved to be valuable long after I graduated. CLP gave me the time and opportunity to invest in getting to know my community better and that has made all the difference in my role at United Way NSV.



Left: Cary Dunston spoke to the CLP class of 2018 at graduation



Right: CLP class of 2019 participating in Non-profit day.

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“...This select program has allowed me to build a large, comfortable network of corporate connections while enhancing my own team leadership skills.

- Kimberly Wilt

Blue Ridge Habitat for Humanity

Thrive

From Page 4

In addition to learning so much about our community, I have also had the pleasure of meeting so many outstanding leaders that I look forward to remaining connected to after graduation. It is great to see everyone come together to make sure our community continues to thrive! I am eager to carry my learning's with me at Navy Federal while continually working to better our community.”

Local

From Page 4

need to educate our citizens to fulfill an oversupply of available jobs offered by our employers. We have a shortage of housing for all levels of the socioeconomic spectrum. All at the same time, we need to keep our education and public safety funding in place so that it performs at the highest level in the State.

The CLP offers a great segway into not only getting to know all of what makes the wheels turn in Winchester but it also enhances your leadership abilities to handle real life challenges and opportunities.

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

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- First Citizens Bank
- Grafton Integrated Health Network
- Hometown Insurance Agency, Inc.
- Integrus Holdings, Inc.
- Literacy Volunteers - Winchester Area
- Mover Dudes, Inc.
- NextHome Realty Select
- PRK Drilling & Blasting, Inc.
- ProLogistix
- Sacred Heart Academy
- Segra (formerly Lumos)
- Spring Arbor of Winchester
- Stephen M. Zebarth DDS, PC
- Summit Community Bank
- Super Splasher Aquatics
- Taqueria Guadalajara
- The Hilb Group of Virginia, LLC
- The Town of Berryville
- The Willows at Meadow Branch
- True North Group
- WECI, Inc.
- White House Foods
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