



## Purpose:

The Regional Chamber is an inclusive business partner advocating community prosperity.

## Reasons to Join:

Networking  
Visibility  
Credibility  
Advertising  
Advocacy

Community Investment

## Vision:

The Regional Chamber is the voice of business for Frederick and Clarke Counties and the City of Winchester, Virginia.

## Mission:

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

## Contact Us:

407 S. Loudoun Street  
Winchester, VA 22601  
540-662-4118

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



# Chamber News

Monthly Newsletter: April 2017

## Top of Virginia Regional Chamber



## #ChamberConnections

Matt Peterson, Habitat for Humanity (left), Eric Patterson, Lantz Construction (right), and Kim Wilt, Habitat for Humanity (not pictured), made their #ChamberConnection through the Top of Virginia Regional Chamber's 2016-2017 Community Leadership Program.

Continue reading about the partnership on page 7.

## CEO Chatter



**Richard Kennedy**  
CEO, TVRC

For many businesses, the Springtime means more business activity translating to more revenue, which is good. However at the same time, businesses have to look at hiring more people to support the increased activity.

The Chamber can be another resource for that hiring function by posting on our website the jobs you need filled. It's easy and can be done in a few minutes by yourself at [www.regionalchamber.biz/jobs/](http://www.regionalchamber.biz/jobs/) The Chamber also can provide you with connections to workforce development agencies, school intern/apprenticeships, and staffing agencies from our membership. You will find on our website, coming up in the next couple of months, Business Symposiums that connect businesses to the aspiring young workforce.

This is your Chamber and we look forward to serving you in this Centennial year of 2017, so please let us know how we are doing. The best thing you can do is get involved! We truly appreciate your investment in the Chamber.

## Directory & Decals

The Top of Virginia Regional Chamber mailed out 2017 directories and decals on January 27. You should have received an envelope that said "Membership Decal and Directory Enclosed." If you have not received an envelope contact our office!

TVRC has changed the style of our membership decals. Last year you should have received a large sticker without the year on it, and a smaller sticker with the year on it. You should have received another small sticker with 2017 on it. Think of it like a car registration.

Would you like more directories, or need a new decal?

Contact us at 540-662-4118, [office@regionalchamber.biz](mailto:office@regionalchamber.biz)

## 2017 Board of Directors

### Executive Committee:

**Mitch Moore**, Chair,  
Shenandoah University  
**Dr. Cheryl Thompson-Stacy**,  
Chair Elect  
Lord Fairfax Community College  
**Bill North**, Vice Chair,  
Historic Rosemont Manor  
**Tracy Vosika**, Treasurer,  
United Bank  
**Sharon Farinholt**, Immediate Past  
Chair, Crown Trophy

### Board Members:

**Adrian Taylor**, YHB  
**Bryan Biddle**, Bottom Line Marketing  
**Carol Koenecke-Grant**, Valley Health  
System  
**Chuck Peterson**, iHeart Media  
**David Gum**, White House Foods  
**Dee Gibbs**, Kraft Foods  
**Janie Shirley**, Costco  
**John Fox**, Greenwood Grocery &  
Deli

**John Lamanna**, Timber Ridge  
School  
**Nadine Pottinga**, United Way of  
Northern Shenandoah Valley  
**Richie Wilkins**, Wilkins Companies  
**Scott Harvard**, First Bank  
**Thomas W. Byrd**, The Winchester  
Star

## Who's Joined

Please welcome and patronize these new Chamber members who recently joined February 21 - March 20, 2017.

### Allenomics

Fred Allen  
P.O Box 1609  
Shepherdstown, WV

### Alpha Voyages, Inc.

Mary June "MJ" Williams  
133 Premier Place  
Winchester, VA

### American Cancer Society

Aimee Nuwer  
1833 Plaza Dr.  
Winchester, VA

### BB&T Wealth

Jennifer McDonald  
115 N. Cameron St., 2nd  
Floor  
Winchester, VA

### Boyd's Nest Family Restaurant & Catering

Kim Ragland  
32 W. Main St.  
Berryville, VA

### D'Vine Wines & Beer

Michael Janow  
3103 Valley Ave. #104  
Winchester, VA

### Little Hearts to Little Hands

Shawna Gallagher  
Stephens City, VA

### Skyline Paintball & Laser Tag

2012 S. Loudoun St.  
Winchester, VA

### State Farm - Jay Slonaker

2271 Valley Ave.  
Winchester, VA

### The Doggie Deport of Virginia, LLC

Laura Schleef  
2100 S. Loudoun St.  
Winchester, VA

## Why Join the Chamber?

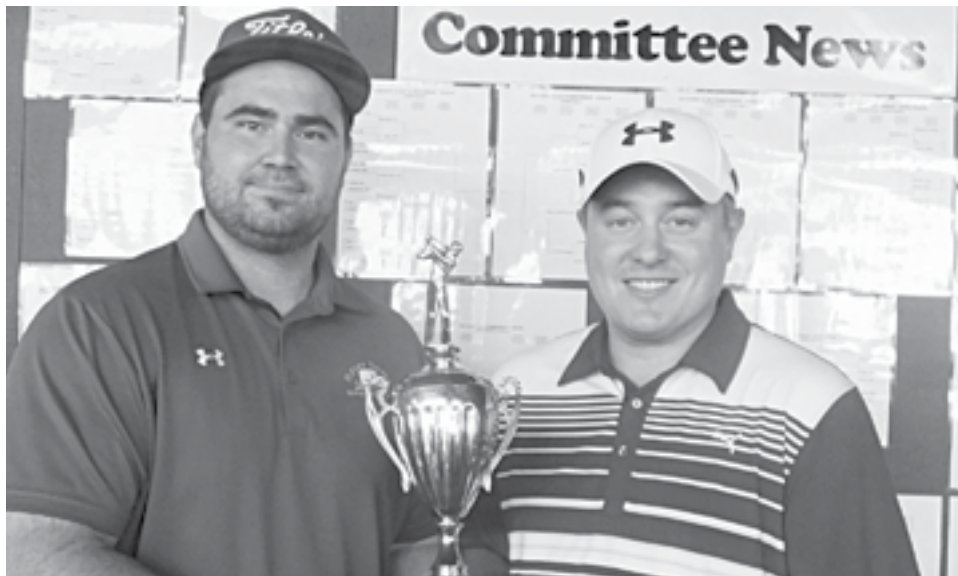
Chamber membership is a value-add enhancement for your business brand. Consumers have positive perceptions of members and their businesses. According to a 2014 study conducted by the Schapiro Group, 49% of consumers were more likely to think favorably of a local business if it was a member of the local Chamber, and 80% were more likely to purchase a product or service from a Chamber member!

You are making a valuable business connection by joining the Chamber. Our Chamber staff is available to discuss member benefits, scheduled events, educational opportunities, and to evaluate how our Chamber can help your business grow. Please feel free to contact us at any time to arrange a concierge tour of our services.

Visit [regionalchamber.biz](http://regionalchamber.biz), email [droble@regionalchamber.biz](mailto:droble@regionalchamber.biz), or call our office at 540-662-4118 to set up a visit!

# Top of Virginia Regional Chamber Annual Corporate Challenge **GOLF** **TOURNAMENT**

**Save the Date: June 30 | 11:30 a.m. - 6:00 p.m.**  
**Blue Ridge Shadows**



Do you think your company has what it takes to be this year's champion? The Chamber is gearing up for the 2017 Corporate Challenge Golf Tournament! Put together your company's best team to battle it out to compete for the Chamber Cup!

Congratulations to the 2016 corporate challenge trophy winners, Mover Dudes!

*There are still opportunities to be a hole sponsor!*

**More info:** <https://www.regionalchamber.biz/annual-golf-tournament>

**Gold Sponsor:**

# BB&T

**Silver Sponsor:**

Golden Seal Enterprises

## **New Opportunity for New Members**

Centennial Broadcasting is celebrating the Top of Virginia Regional Chamber's centennial anniversary by offering a complimentary radio schedule to any business joining the Chamber for the first time from **March 1st to June 30th**. Businesses can choose from any of the 3 Centennial Broadcasting radio stations: 92.5 WINC FM, NewsTalk 1400, and True Apple Country B105. Each business will receive twenty **:30 second** commercials and free production of one commercial for this campaign.

Restrictions:

- No additional purchase is required to obtain the 30 commercials
- Commercial placement is subject to availability and there may be blackout dates where airtime is not available
- This offer has no cash value and cannot be used as payment for any existing schedules that may be in place
- Only names submitted directly by the Chamber will be eligible for this program.

Interested in becoming a new chamber member? Don't wait! This offer will only be valid from March to June 31, 2017!

**Become a member at [www.regionalchamber.biz](http://www.regionalchamber.biz)**



## **Maximize your Membership!**

Did you know that your membership comes with an internal website just for members?

The Member Information Center (MIC) gives you the ability to manage a variety of activities including:

- View & edit your company information which automatically updates your public member listing on your TVRC member profile
- Submit job postings, press releases, and events for approval
- View statistical reports
- Pay your bills
- Post status updates, videos, links, photos in the social feed
- Use advance search filters to find other members
- Access your membership badge

**For more information on utilizing your MIC please contact the Chamber at 540-662-4118 or [ebuhl@regionalchamber.biz](mailto:ebuhl@regionalchamber.biz)**

## **Testimonial**

"In today's law enforcement environment, we can no longer afford to take on community issues by ourselves. The Top of Virginia Regional Chamber provides us an avenue to connect with our business partners and develop relationships that promulgate a better quality of life for our citizens."

- **Capt. Douglas Watson**, Patrol Division/SWAT Commander,  
Winchester Police Department

# March

**TOP OF VIRGINIA**  
REGIONAL CHAMBER

CHAMBER ELITE

**City**  
NATIONAL BANK

**ValleyHealth**  
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PRESIDENTS CLUB

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Congratulations Keller Williams on your new location in the Bright Center in Old Town.



Bill Slezak exploring the fire truck at Shawnee Fire & Rescue department during CLP.



Young Professionals Group making pretzels during their mixer at Nibblins.



Marilyn Finnemore speaking to the Valley Business Women about remaining inspired.



Networking card game during Business and Breakfast at David James Custom Homes.



Congratulations to Ken & Pam Blackwell from Team Logic IT on their new business opening!

## Testimonial

“As a past board chair, I know firsthand how the Chamber operates to support business! The Chamber offers a variety of networking opportunities to support its members. It continues to evaluate its programs to make sure it stays relevant in today's fast paced business environment. Being a member of the Chamber is an **investment** that pays dividends both personally and professionally. It has for me.”

- **B. Scott Arthur**, Senior Vice President/Market Executive, Union Bank & Trust



## Community Leadership Program

The Community Leadership Program (CLP) is a nine-month program from September through May. The program begins with an orientation, followed by monthly sessions focusing on specific topics. The sessions are led by a combination of community leaders, professional facilitators, and specialists in the respective fields. This program is designed to provide insight into the challenges and opportunities that exist in Clarke and Frederick Counties and in The City of Winchester.

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

**Topics include:**

- Economic Development
- Government
- Non-Profits
- Community Culture
- Teamwork & Leadership
- Public Safety
- Health Care
- Education
- Agriculture
- Media

Applications will be available in May at [www.regionalchamber.biz](http://www.regionalchamber.biz)

The 2016-2017 CLP class is sponsored by: H.N. Funkhouser, HandyMart, and Jim Stutzman Chevrolet-Cadillac Co.

## ATTENTION CLP GRADUATES!

CLP is celebrating its 20th anniversary! All past CLP graduates are invited to an anniversary celebration. Please visit [www.regionalchamber.biz](http://www.regionalchamber.biz) to update your information and we will contact you with more details about the upcoming celebrations.

## Car Raffle - COMING SOON

The Top of Virginia Regional Chamber is celebrating driving commerce since 1917 by hosting a car raffle from May - October.

How it works: a maximum of 400 raffle tickets will be sold between May and October for \$100 each. Each ticket will enter you into a drawing to win a 2017 Chevy Cruze Hatchback LT Automatic from Jim Stutzman Chevrolet.

The winner will be chosen at random via a public drawing in October.

Proceeds from the raffle enable the Top of Virginia Regional Chamber to provide quality services that enhance civic engagement and educational programs.

More information to come soon about the Centennial Car Raffle!



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## Valley Business Women

June 14 | 11:30 am - 1:00 pm | George Washington Hotel

**Guest Speaker: Adriana Trigiani**



"...If there is one thing I hope my books do always and forever, it's that they honor working people." – Adriana Trigiani

Best-selling author Adriana Trigiani is beloved by millions of readers

around the world for her hilarious and heartwarming novels. Adriana was raised in a small coal-mining town in southwest Virginia in a big Italian family. She chose her hometown for the setting and title of her debut novel, the critically acclaimed bestseller *Big Stone Gap*.

2017 series schedule:

**September 20:** From Then to Now - Boomer & Gen X Panel Discussion, a continuing conversation from the November 2016 Millennial panel

**November 15:** The Entrepreneurial Spirit in our Every Day Lives - guest speaker Frederique Campagne Irwin, Her Concern Business Consulting

## Program Sponsors:



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## Chamber Small Biz 101

The Top of Virginia Regional Chamber is excited to partner with the LFCC Small Business Development Center to offer a quarterly educational seminar that is completely FREE to chamber members!

**Sponsored By:**

Series topics include:

- June 6 - Social Media
- September 5 - Cash Flow Management
- December 5 - Financial Management for Small Business

To register visit: [www.regionalchamber.biz](http://www.regionalchamber.biz)



## Inspire & Educate - What's Happening in our Community

### Business at the Bloom

May 3 | Tolley Dental Tent



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 noon to 2 p.m. on Wednesday, May 3rd, in the Tolley Dental Tent on the campus of Winchester Medical Center.

This dynamic business luncheon, catered by Carrabba's Italian Grill, is designed to motivate, entertain, and inspire. 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 Keynote Speaker is Sandy Lerner, Co-Founder of Cisco Systems, historic preservationist, diverse entrepreneur, Virginia estate-farmer and philanthropist. In 1984, Sandy Lerner co-founded Cisco Systems with Leonard Bosack. While employed at Stanford University, the pair worked with others at Stanford and other universities and laboratories to create a network of networks which was the technical foundation of today's Internet. The routers used to link the diverse computer systems revolutionized the computer communications industry, leading to the technology which enabled the world-wide web and follow-on service providers such as AOL and Google.

After leaving Cisco in 1990, Sandy found other passions to explore. In 1992, she purchased and refurbished the Chawton House, a 300-acre manor house and farm dating back to the 1580s in Hampshire, England. Formerly the estate of Jane Austen's brother, the property is now Chawton House Library and the Centre for the Study of Early English Women's Writing.

Founding Urban Decay in 1995, Lerner sought to provide lipstick and nail polish in a variety of alternative shades beyond traditional pinks and reds. Urban Decay products reached instant success; and, Moët-Hennessy Louis Vuitton (LVMH) acquired the brand in 2000. More recently it sold to L'Oreal, and that company still touts that no product has ever been tested on animals, a founding principle set by Lerner.

She is now turning her attention to the expansion of her Gentle Harvest stores: providing a forum for local farms to sell their products; a market for local residents; and locally grown, healthy fast food for those wanting the drive-thru meal experience. The first store launched in fall 2016, with a Winchester store set to open in 2017.

Individual tickets for the Valley Health Business at the Bloom are \$25.00 per person for general admission seating. A corporate rate of \$325.00 will reserve a table of 8 with preferred placement, table signage, two passes to the Business Leaders Reception, and listing in the event program.

Tickets can be purchased at the Official Online Store or the Official Souvenir & Ticket Outlet located at 212 E. Cork St.

Register at [www.thebloom.com](http://www.thebloom.com)

### The Business & Education Summit

April 28 | LFCC

Are you a plant manager, human resource manager, or operations manager at a Winchester or Frederick County business? Do you work in school administration or curriculum planning? The B&E Summit is for you!

More than 130 business, education, and community leaders attended the Inaugural B&E Summit where they spent the day learning about our current state of education and how it aligns with employer workforce needs. Individuals broke up into teams to brainstorm on a variety of topics and vote on the most important issues to address first. The B&E Task Force will now set goals based on the responses from this year's event and will provide quarterly progress updates to all attendees.

This year's Business and Education Summit will focus on creating the workforce of tomorrow through partnerships. The day will include:

- Taskforce report out - B&E Workforce Initiative update
- Peer Perspective - Rick Till, Vice President Human Resources, O'Sullivan Films
- Student Perspective - Education, expectation, preparation, reality, lessons learned
- Break-out sessions - Discover what has been discussed, changes, and/or implemented within our businesses since the last Summit

For more information visit: [www.yesfrederickva.com](http://www.yesfrederickva.com)

## RISE

April 18 | LFCC

RISE (Regional Initiative Supporting Entrepreneurship) is a program designed to encourage the development of a regional entrepreneurial economy. RISE will provide a forum where entrepreneurs can gain education, exposure, business development support, networking opportunities, sales rehearsals, competition and awards.

Entrepreneurs seeking education and financial support for their businesses apply, attend classes and then compete for the Judges' Choice Award and the People's Choice Award.

The goal of RISE is to create a forum for discovering our regional entrepreneurial assets, to develop business assistance and educational programs in support of those assets, to create a diversified regional economy and to partner with our neighboring counties, cities and towns in establishing a regional brand. For more information visit: [fsbdc.org](http://fsbdc.org)

## Renewals

- Adams and Garth Staffing and Executive Search
- Aloft
- Apple Federal Credit Union
- Augmentation Inc. -Staffing
- BK Connected Solutions
- Blue Ridge Insurance & Title Agency
- Bone & Joint Specialists of Winchester, PC
- Car Credit Nation
- Clarke County Education Foundation
- Costco Wholesale
- Fair Ways for Youth, Inc.
- Finance of America Mortgage
- Fremont Street Nursery
- Hometown Learning Centers
- iDeal Furniture Perfect Dreamer Sleep Shop
- Interiors by Patricia Jackson, LLC
- Interstate Liberty
- Legal Shield- Aaron Orndorff
- Loudoun Mutual Insurance Company
- Malloy Ford
- McFarland's Mill Inc
- New Lead Music Therapy
- Olive Garden
- PRK Drilling & Blasting, Inc.
- Randolph-Macon Academy
- Seven Bends Media
- Thermo Fisher Scientific
- Threshold Enterprises
- Timber Ridge Fruit Farm, LLC
- Tony's Import Repair, LLC
- Valley Vision Optometric Center
- Walter & Walter Insurance Agency, Inc.
- WECL, Inc.
- White House Foods

**Renewals are from February 21 - March 20, 2017.**

## Welcome Jeff Nicely!



The Top of Virginia Regional Chamber announces Jeff Nicely as Business Development Specialist. He began his position on March 20, 2017 and will be part-time.

Jeff focuses on growing businesses in quantifiable ways including engaging clients to build trust close deals and generate referrals. He has the expertise and energy to work closely with Chamber members to help them to

market their businesses and grow their presence in our community through the Chamber.

Jeff brings more than ten years of business experience this position. He previously served as the Business Development Specialist for the Top of Virginia Regional Chamber from October 2011 to June 2014.

Jeff can be contacted at 540-662-4118 ext. 12 or [jnicely@regionalchamber.biz](mailto:jnicely@regionalchamber.biz)

## #ChamberConnections

The partnership between Habitat for Humanity and Lantz Construction has resulted in a workforce development opportunity!

With Lantz's support, among others in the community, Handley CTE students are helping Habitat construct a home at 402 Highland Ave for a family to purchase!

Do you have a #ChamberConnection? Send your story, and a photo and your story could be featured!  
**Send information to Emily at [ebuhl@regionalchamber.biz](mailto:ebuhl@regionalchamber.biz)**

## 25 - 29 Year Milestone Members

We are celebrating our 100th Anniversary because of our Members!

Thanks to our 25 - 29 year members for continually reinvesting in the Chamber!

### Celebrating 25 Years:

- 3 "D" Cleaning
- American Red Cross-Top of Virginia Chapter
- Blue Ridge Hospice, Inc.
- DeHaven Nursery, Inc.
- Frederick County Farm Bureau
- Malloy Toyota
- Miller Milling Company
- Page Brooke Rentals
- Richard's Fruit Market
- Southeastern Container, Inc.
- Venice Italian Restaurant
- Wilkins Companies

### Celebrating 26 Years:

- Bank of Clarke County
- Edward Jones Investments - Jay Smith
- Hess Family Auto Center
- Lyle P. Strosnyder, Inc.
- Marker-Miller Orchards Farm Market & Bakery
- Mount Hebron Cemetery
- S & S Electric, Inc.
- Shenandoah Valley Community Residences, Inc.
- SHENTEL - Shenandoah Personal Communications, LLC
- Spichers Appliances
- United Way of Northern

Shenandoah Valley

- White's Ornamental Iron Works

### Celebrating 27 Years:

- Access Independence
- Boy Scouts of America
- Cavalier Kitchens and Baths, Inc
- Creekside Properties
- Dinosaur Land, Inc.
- Frank Reuling and Thomas Keenan, Drs.
- Patriot Homes, Inc.
- Selma Medical Associates
- The River 95.3 /WZRV

### Celebrating 28 Years:

- Fort Collier Industrial Park
- Grove's Winchester Harley-Davidson / Buell
- Jim Barb Realty, Inc.
- Salvation Army, The
- Union Bank & Trust
- White Properties of Winchester, Inc

### Celebrating 29 Years:

- Alliance Material Handling, Inc.
- Apple Valley Office Products, Inc
- Belle Grove Plantation
- Blue Ridge Area Food Bank Network-Lord Fairfax Branch
- Blue Ridge Industries, Inc.
- Frederick County Public Schools
- Gromling, Thomas A., DDS
- H & W Construction, Inc.
- J. R. SOLENBERGER INC
- The Total Image &

# Chamber Calendar

## Upcoming Mixers: Save the Date:

**Business After Hours**  
April 11  
5:30 p.m. - 7:00 p.m.  
Envoy of Winchester

**Business and Breakfast**  
April 18  
7:30 a.m. - 9:00 a.m.  
City National Bank  
(Stephens City Location)

**Young Professionals Group**  
April 20  
5:30 p.m. - 7:00 p.m.  
American Woodmark

**Business After Hours**  
May 9  
5:30 p.m. - 7:00 p.m.  
ECS

**Business and Breakfast**  
May 16  
7:30 a.m. - 9:00 a.m.  
Old Court House Civil War  
Museum

**Young Professionals Group**  
May 18  
5:30 p.m. - 7:00 p.m.  
Glen Burnie at the MSV

**Chamber Biz 101**  
June 6  
3:30 p.m. - 5:00 p.m.  
BB&T - Cameron St.

View the full event calendar at: [www.regionalchamber.biz](http://www.regionalchamber.biz)

## Align with the Chamber!

The Top of Virginia Regional Chamber offers effective marketing and sponsorship opportunities that provide valuable exposure while positioning your company as a leader in the Top of Virginia marketplace. The 2017 sponsorship package allows you to get ahead of the competition and be successful. Visit [www.regionalchamber.biz](http://www.regionalchamber.biz) for details on the Chamber's popular and acclaimed programs and services.

Contact the Chamber at 540-662-4118 or [rkennedy@regionalchamber.biz](mailto:rkennedy@regionalchamber.biz)!



## TVRC is on Instagram!

Follow us at [TopofVaRegionalChamber](https://www.instagram.com/topofvaRegionalChamber) for an inside look of the Chamber.

## Contact Us:



Office:  
407 S. Loudoun Street  
Winchester, VA 22601  
540-662-4118

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



## Young Professionals Group

To all our members who are in their 20's and 30's, we have refitted and reinvigorated the Young Professionals program at the Chamber! It includes networking, professional development programs, and community engagement.

The Young Professionals Group's (YPG) mission is to create opportunities for professional development to foster a new generation of community leaders and Chamber members.

The Young Professionals Group meets the 3rd Thursday of every month from 5:30 p.m. to 7:00 p.m.

## Ribbon Cuttings

Did you know the Chamber hosted over 35 ribbon cuttings in 2016! Ribbon cuttings are a complimentary benefit for membership. Ribbon Cutting Ceremonies welcome and publicize your business to the community.

**Congratulations to Brain Injury Services, and Keller Williams.**

## Getting the Word Out

For a business to succeed, the product or service it provides must be known to potential buyers. Our community is always growing, with new customers readily available. You have to use marketing strategies to create product or service awareness to reach new community members. Without marketing, your potential customers may never be aware of your business offerings and your business may not be given the opportunity to progress and succeed.

The Top of Virginia Regional Chamber offers the 2017 Marketing Opportunities and Pricing Package. The TVRC offers a plethora of marketing opportunities perfect for any budget, big or small.

Opportunities include: website banner advertising, job posting, hot deals, ads in the monthly newsletter, email blast, sponsorship and more.

Contact Emily at [ebuhl@regionalchamber.biz](mailto:ebuhl@regionalchamber.biz) or 540-662-4118.

The Valley Business Today Show, featuring the Top of Virginia Regional Chamber, airs the fourth Wednesday of every month at 12:30.  
[theriver953.com](http://theriver953.com)





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