



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
www.regionalchamber.biz



Chamber News

Monthly Newsletter: February 2017

Top of Virginia Regional Chamber



Greatest of the Great

Congratulations to the 2016 Greater Good Award Winners!
Left to Right: Elizabeth Minor, Citizen of the Year,
White Properties of Winchester, Small Business of the Year,
Kate Horton, BK Connected Solutions, Entrepreneur of the Year
Valley Health System, Large Business of the Year

Read more on page 5.

CEO Chatter



Richard Kennedy
CEO, TVRC

By now I'm sure everyone has seen our logo that was unveiled at the Greater Good Awards and Membership Meeting in celebration of the Chamber's Centennial Year. We look forward to your participation in a number of events including our anniversary celebration in October this year. Also, keep a lookout for our milestone members listed in our monthly newsletter. Members that have been chamber members for 10 or more years will be listed!

A benefit you have as a member is free participation in our three lead-share groups, which meet several times a month throughout the year (see our website for specific times & locations). Typically, there are 10-25 people that meet in the morning and discuss business strategies with each other about their businesses and share potential leads to build their business.

In addition, in 2017 we will be creating industry-specific discussion groups that will focus on best practices, challenges, and other issues that are encountered in those industries. Plus, you will be able to participate in various surveys to help identify key issue areas from our members to help the Chamber focus on those items.

This is your Chamber and we look forward to serving you in 2017, so please let us know how we are doing. The best thing you can do is get involved! We will have numerous opportunities throughout the year for you to volunteer your service and connect with other members.

Do you have questions about how to utilize your membership? Contact us!

Directory & Decals

The Top of Virginia Regional Chamber mailed out 2017 directories and decals on January 27. Keep your eyes peeled for an envelope that says "Membership Decal and Directory Enclosed."

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

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 December 20, 2016 - January 30, 2017.

[A ProLawn Service Corp](#)

Allen Rogers
280 Victory Rd.
Winchester, VA

[College Hunks Hauling Junk and Moving of Northwestern Virginia](#)

Stephen Arvoy
120 Agape Way
Stephens City, VA

[Families Reaching Out Group](#)

Tina Marie Scully
32 E. Piccadilly St.
Winchester, VA

[First National Corporation](#)

Scott Harvard
1835 Valley Ave.
Winchester, VA

[Fulton Bank](#)

Jennifer McDermott
625 Eldon St.
Herndon, VA

[Hilltop, An Inspirit Senior Living Community](#)

Lisa Wyatt
111 Denny Ln.
Winchester, VA

[Keller Williams Realty](#)

Patricia Smith
9 N. Loudoun St.
Winchester, VA

[Leave It To Betsy](#)

Betsy Dance
Winchester, VA

[Mail n Ship & Signs n Designs](#)

Katie Childress
720 S. Braddock St.
Winchester, VA

[Massage Envy](#)

Christopher Gano
2638 S. Pleasant Valley Rd.
Winchester, VA

Continued on page 7.

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, email droble@regionalchamber.biz, or call our office at 540-662-4118 to set up a visit!

Volunteers Needed for 2017!

The Chamber is recruiting volunteers for their 2017 event planning committees. If you enjoy working on projects, being creative, and sharing ideas we'd love to talk to you! You'll meet new people, have the opportunity to network with other Chamber members, get exposure for your business, and have some fun while doing it!

2017 events and programs include the Greater Good Awards dinner, Business at the Bloom, golf tournament, Valley Business Women, Hob Nob in the Valley, Centennial Celebration, and the Valor Awards dinner.

Expectations are attending committee meetings and working the event if possible.

Questions? Contact Jody Wall at jwall@regionalchamber.biz or 540-662-4118 ext. 16.

Post-Session Legislative Briefing

March 2 | 8:00 - 10:00 am | The George Washington Hotel

Meet state level legislators to find out what issues were addressed during the 2017 General Assembly. Senator Jill Vogel, Delegate Chris Collins, Delegate Dave LaRock, and Delegate Randy Minchew have been invited to discuss issues that affect the Top of Virginia Business community in a facilitated panel discussion format.

Advanced registration is required. Tickets are \$25 for Chamber members and \$35 for non-members. Fee includes a full breakfast.

To register visit: www.regionalchamber.biz

Valley Business Women Series Kickoff

February 22 | 5 - 6:30 pm | Shenandoah Lodge & Athletic Club



The Top of Virginia Regional Chamber's Valley Business Women will be hosting a VBW Series Kickoff on February 22 in the Skyline Room at Shenandoah Lodge & Athletics Club. There is no charge to attend the series kickoff. Series tickets will be available in advance during the event. Light appetizers will be served.

The upcoming Valley Business Women luncheon will be held on Wednesday, March 15 at the Bright Box. The guest speaker will be Marilyn Finnemore talking about, "Remaining Inspired in Today's Chaotic World." In today's turbulent world, it's more important than ever that business owners remain inspired, creative, and positive. Marilyn will provide tips for maintaining your creative spark in these fast-paced, uncertain times.

2017 luncheon schedule: Thursday, June 15, Wednesday, September 20, and Wednesday, November 15. Speakers to be announced.

To register visit: www.regionalchamber.biz

Gold Sponsors:



WEALTH



Renewals

- Alcovia Mortgage
- Barrett Machine, Inc.
- BEI Delivery
- Blue Ridge Safety Association
- Booth & McCarthy
- Candlewood Suites
- Clarke County Historical Association
- Classic Tuxedos
- Employee Benefits Administration, Inc.
- First Energy
- Flavours by Sodexo
- Handley Regional Library
- Heidler Roofing Services, Inc.
- Integrity Home Mortgage Corporation
- Kiwanis Club of Old Town, Inc.
- Literacy Volunteers - Winchester Area
- Mover Dudes, Inc.
- Nature Scapes
- Old Towne Title Company
- Our Health
- Packs - Cones N More, LLC
- Piccadilly's Public House & Restaurant
- Right at Home
- Sacred Heart Academy
- Safford Chrysler Dodge Jeep Ram Fiat of Winchester
- Sheila Parikh (Rodan + Fields Independent Consultant)
- Shenandoah Lodge and Regions 117
- ShenValley Host
- Suzan D. Herskowitz, PLLC (Elder Law)
- SVN Commercial Specialist
- Tech Team Solutions, LLC
- The Juice Plus Company
- Union Bank - Commercial Loan Office
- Valley Biomedical Products & Services, Inc.
- Wakeland Manor L.C.
- Winchester Day Preschool
- Winchester Economic Development Authority
- Winchester Premier Jazzercise Center
- Audley Farm, Inc.
- Batteries Plus Bulbs

Renewals from December 20, 2016 - January 31, 2017.

January



CHAMBER ELITE



CHAIRMANS CLUB



PRESIDENTS CLUB



GOLDEN SEAL ENTERPRISES
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Congratulations to Signet Marketing on their ribbon cutting & re-branding.



Scott Harvard and John Milleson during Business After Hours at The Village at Orchard Ridge.



Congratulations to Your Family Legacy Law Firm on opening in Berryville!



Janie Shirley and Maricela Messner during the Greater Good Awards.



Networking during Business and Breakfast at the Bright Box Theater.



Part of the 2017 TVRC Board of Directors during the Greater Good Awards.

Testimonial

"I am privileged to say that I have had the honor of working with many business owners and companies through my role as a Chamber Ambassador since 1996. As an ambassador, the opportunity has allowed me to build business and personal relationships through my employment at the Bank of Clarke County and many personal relationships through community outreach. My company finds value in getting our employees immersed in the communities they serve. Stronger community = stronger companies."

- **Joanne Lloyd**, Vice President/Business Development, Bank of Clarke County



THE GREATER GOOD AWARDS

& Membership Meeting

Presented by:



Healthier, together.

The Top of Virginia Regional Chamber celebrated the Greater Good Awards on Friday, January 27, 2017. The purpose of the "Greater Good Awards" is to celebrate outstanding individuals and businesses for the contributions they make to the quality of life and economic stability of our region through genuine community commitment, dedication to excellence and ethical and creative business practices.

The criteria by which the nominees are judged are community involvement, ethics and character, leadership, creativity, economic impact, and growth. Each business or individual should have been in business in the community for at least 3 years.

The prestigious awards given this year are Small Business of the Year, Large Business of the Year, Entrepreneur of the Year, Citizen of the Year, and Lifetime Achievement Award.

Congratulations to the 2016 Greater Good Award Winners:

- Kate Horton, BK Connected Solutions | Entrepreneur of the Year
- White Properties of Winchester | Small Business of the Year
- Valley Health System | Large Business of the Year
- Elizabeth Minor | Citizen of the Year



Mark Merrill accepting Valley Health System's Award!



Tommy and Elizabeth Mutter.



Elizabeth Minor, Citizen of the Year Winner!



Chamber Cheer raffle donated by TVRC Board.



Crown Trophy & Aire Serv during the event.



Rich Weller and Devon Smith.



Willis White accepting White Properties' Award!



Madalynn Neff, youngest award nominee.



Kate Horton, Entrepreneur of the Year!



Lori Eversole and Karen Stogsdill

Sponsored by:

Platinum Sponsor:



Gold Sponsors:



Silver Sponsor:



Bronze Sponsor:



Contributors:

- Frederick County Public Schools
- Grand Rental
- Crown Trophy
- Timber Ridge School Students
- Top of Virginia Regional Chamber board members
- Winchester Fire & Rescue Department Honor Guard

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 2:00 p.m. on Wednesday, May 3, in the Tolley Dental Tent on the campus of Winchester Medical Center.

This year's Keynote Speaker will be announced at a later date.

Business at the Bloom is sponsored by Valley Health, and presented by Top of Virginia Regional Chamber. 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 at 212 E. Cork St.

Register at www.thebloom.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: lfsbdc.org

9th Annual Business Symposium March 31 | Shenandoah University

The theme of this year's Business Symposium is "Imagine... Your Business Legacy." Topics will focus on building your business or organization for long-term success. We live in a fast-paced business environment that affects large and small businesses, entrepreneurs and not-for-profit organizations. Managing through change is critical not just to survive, but to thrive. The symposium will inspire, educate and engage you as you learn from individuals who have achieved long-term success or created personal and corporate legacies.

The keynote speaker is Mr. Ron Losby, President & CEO of Steinway & Sons. Steinway has been in business since 1853 and has built an incomparable reputation and legacy as a gold standard in the world of musical instruments.

In addition to this world-class keynote speaker, an array of dynamic breakout sessions will focus on a variety of topics to help position your company, organization or career for sustained success. The Symposium provides you practical tools, tips and techniques you can put to immediate use.

The Top of Virginia Regional Chamber is a proud supporter of the Shenandoah University Business Symposium!

For more information visit: www.subusiness.org

Disney Leadership Institute March 30 | LFCC

Behind everything Disney does, are leadership insights time-tested by decades of success. Insights you will learn when you join us for "Disney's Approach To Leadership Excellence" -- a professional development course, sponsored by Lord Fairfax Community College and presented by Disney Institute on March 30th. This course has given leaders in finance, health care, transportation, retail, and many more business sectors, a competitive edge. Learn how a common vision can lead to the strong leadership your business needs for continued success. Explore how you could adapt Disney philosophies to your organization, creating the kind of leadership that generates results.

Register by February 28th to take advantage of our Early Bird Rate. BOGO - Buy One, Get One Free and Group Ticket Pricing Available!

Call 540-868-7021 to register with LFCC Workforce Solutions and discover Disney's Approach to Leadership Excellence.

For more information visit: LFCCWorkforce.com/Disney

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 Signet Marketing, and Your Family Legacy Law Firm, PLLC.

Getting the Word Out

**Want to see
your ad
here?**

Contact Emily Buhl at
ebuhl@regionalchamber.biz
or **540-662-4118**

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.

A couple 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 or 540-662-4118.

Who's Joined

Continued from page 2. **TeamLogic IT Leesburg-Winchester**

Pipe-It Plumbers LLC
Claudia Britz
PO Box 2246
Winchester, VA

Pam Blackwell
199 Sulky Dr., Suite 2
Winchester, VA

Plaza Pet Clinic
Andrea Wartluft
1855 Senseny Rd.
Winchester, VA

Valley Basic Life Support, LLC
Diane Diaz
PO Box 1342
Winchester, VA

Milestone Members

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

Thanks to our 15-19 year members for continually reinvesting in the Chamber!

Celebrating 15 Years:

- Adult Care Center of the Northern Shenandoah Valley
- Amerisist Assisted Living
- Buffalo Wild Wings Grill & Bar
- Classic Tuxedos
- Endless Horizons
- Front Royal-Warren County Chamber of Commerce
- InterChange Group, Inc.
- Roger L. Ernst Companies, The
- Runners Retreat
- Scully and Glass
- Sleep Inn and Suites
- Tech Team Solutions, LLC

Celebrating 16 Years:

- AirPac, Inc.
- City of Winchester
- Contact Corporation
- Home Instead Senior Care/LEDA Enterprises, Inc.
- Lykens Chiropractic, Inc.
- Partlow Insurance Agency, Inc.
- Sareen & Associates
- ServiceMaster of

Winchester

- TWG Insurance - The Winchester Group, Inc.
 - Virginia National Bank
- ### **Celebrating 17 Years:**
- Annandale Millwork & Allied Systems Corporation
 - Axiom Staffing Group
 - Eugene B. Smith Gallery & Custom Framing Studio
 - Moxon Timbers Inc.
- ### **Celebrating 18 Years:**
- Collaborative Resources, Inc.
 - Cundiff & Associates, CPA, PC
 - ERA Oakcrest Realty, Inc., Dallas Croft
 - Hampton Inn/Conference Center
 - HP Hood LLC
 - Mazda Subaru of Winchester
 - Packaging Corporation of America
 - Shenandoah Independent Practice Association
 - SpecialMade Goods & Services, Inc.
 - Summit Community Bank
 - WVPT-Public Media
- ### **Celebrating 19 Years:**
- Adams and Jones, P.L.C.
 - Griffin, Phillip S II, PC
 - Red Roof Inn
 - SPAHR Metric, Inc.

Chamber Calendar

Upcoming Mixers: Save the Date:

Business After Hours

February 15
5:30 p.m. - 7:00 p.m.
0-60 Energy Cafe

***Note: Business After Hours will be held on Wednesday due to Valentine's Day.*

Young Professionals Group

February 16
5:30 p.m. - 7:00 p.m.
Hand & Stone Massage and Facial Spa

Business and Breakfast

January 21
7:30 a.m. - 9:00 a.m.
Crepeworx

Chamber Biz 101

March 7
3:30 p.m. - 5:00 p.m.
TBA

Business After Hours

March 14
5:30 p.m. - 7:00 p.m.
TBA

Young Professionals Group

March 16
5:30 p.m. - 7:00 p.m.
Nibblins

Business and Breakfast

March 21
7:30 a.m. - 9:00 a.m.
David James Custom Homes

View the full event calendar at: www.regionalchamber.biz

Invest Today!

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 for details on the Chamber's popular and acclaimed programs and services.

Contact the Chamber at 540-662-4118 or 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
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www.regionalchamber.biz



The Top of Virginia Regional Chamber asked Chamber members to create our Centennial Logo. We received 12 logos from the following designers: Andy Gail, American Woodmark, Sue Nixon, SevenDC Design, Rich Weller, Creekside Insurance Advisors, and Signet Marketing. Chamber members were invited to vote on the logo designs and we received an overwhelming response with 573 votes! In mid-January, we announced that Rich Weller's design won the contest with an incredible 64% of the vote! Thank you to the designers and our members for participating in the centennial logo creation! We appreciate your support!

Rich's design represents the anniversary celebration as well as the past and the future of the organization. He incorporated the 100 Years into the current logo retaining the ribbon which represents the mountains and valleys of the region, along with hospitality and ribbon cuttings which represent the Chamber's membership. The position of 1917 represents the foundation and beginning of the Chamber, while 2017 cradled at the ribbon's end represents the flow into the future.

Mixers

Business After Hours
Tuesday, February 15



Young Professionals Group
Thursday, February 16



Business and Breakfast
Tuesday, February 21



The Valley Business Today Show, featuring the Top of Virginia Regional Chamber, airs the fourth Wednesday of every month at 12:30.

www.theriver953online.com



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135th
Year!

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