



## 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: March 2017

## Top of Virginia Regional Chamber



## Chamber Presents \$5,500

The Top of Virginia Regional Chamber presented the Winchester Fire and Rescue Foundation a \$5,500 check to benefit the Canteen Unit on February 2, 2017. The Canteen Unit will be used as a regional asset providing food and rehab services for first responders.

Pictured Left to Right: Chief Kevin Sanzenbacher, Katrina Meade, Chief Allen Baldwin, Vernon "Red" Clark, Richard Kennedy, and Denise Snapp.

Continue reading on page 5.

## CEO Chatter



**Richard Kennedy**  
CEO, TVRC

Is this really winter or are we jumping into spring already? This weather can only help our businesses and increase the number of visitors that come into our community.

Please be sure to look for your business or organization name listed in the Business Agenda Newsletter as we identify our milestone members that have been chamber members for 10+ years!

Another benefit you have as a member is the opportunity to get involved on our event and program committees as a volunteer. This is an opportunity to learn more about how the Chamber operates, assist in putting together our annual events, and have fun with other members. For a few, this has been a way to get on our Board of Directors by helping with the direction of the Chamber itself. We need volunteers at all levels. Please contact the Chamber if you want to get involved.

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. We truly appreciate your investment in the Chamber, and want your feedback!

## 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

## 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!

## Who's Joined

Please welcome and patronize these new Chamber members who recently joined January 30 - February 21, 2017.

### Advance Planning

#### Associates, LC

Stephen Gyuris  
560 N. Loudoun St.  
Winchester, VA

### Cho's Black Belt Academy

Byung Kon Cho  
2243 Paper Mill Rd.  
Winchester, VA

### Community Foundation of the Northern Shenandoah Valley

Debbie Connolly  
P.O. Box 2391  
Winchester, VA 22604

### Compass West Realty, LLC

Dawn Billow  
17 W. Boscawen St.  
Winchester, VA

### DDL Business Systems

Kevin Sullivan  
P.O. Box 940  
Stephens City, VA

### Eagle Investigations, LLC

Steven Hunt  
P.O. Box 1480  
Stephens City, VA

### House Eleven LLC

Annabelle Garcia

### Legal Shield - Anita Hunt

Anita Hunt  
115 Accomack Circle  
Stephens City, VA

### Lumos Networks - Account Director

Alicia Breen  
130 Niblick Square  
Front Royal, VA

Continued on page 5.

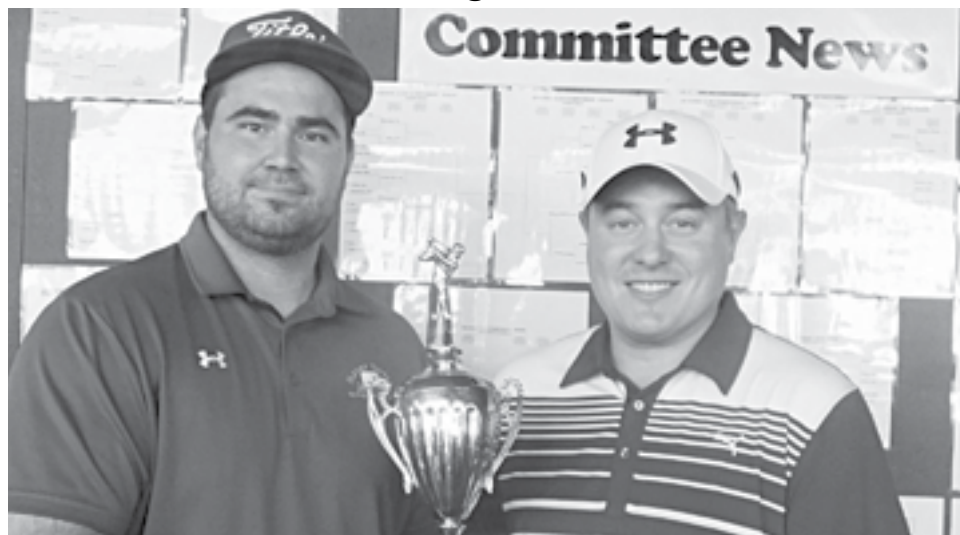


# Top of Virginia Regional Chamber Annual Corporate Challenge

# 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 golf sponsor.*

Do you love golf? Join the golf tournament committee!

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

**Gold Sponsor:**

# BB&T

**Silver Sponsor:**

Golden Seal Enterprises

## 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, working the event if possible.

**Questions? Contact Jody Wall at [jwall@regionalchamber.biz](mailto:jwall@regionalchamber.biz) or 540-662-4118 ext. 16.**

## 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 1st**. 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 20 **: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!

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



## Testimonial

"The Top of Virginia Regional Chamber is a crucial component of our local business community. The Chamber provides advocacy, networking and educational opportunities that support our business. If you are in business the Chamber is where you need to be." - **Rob Frogale**, Owner, Annandale Millwork & Allied Systems Corporation

# February



CHAMBER ELITE



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CHAIRMANS CLUB



PRESIDENTS CLUB



GOLDEN SEAL ENTERPRISES  
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Tony Might, Barry Hoton, and Eric Martin during Business and Breakfast at CrepeWorx.



Mark Merrill presenting to the Community Leadership Program during their education session.



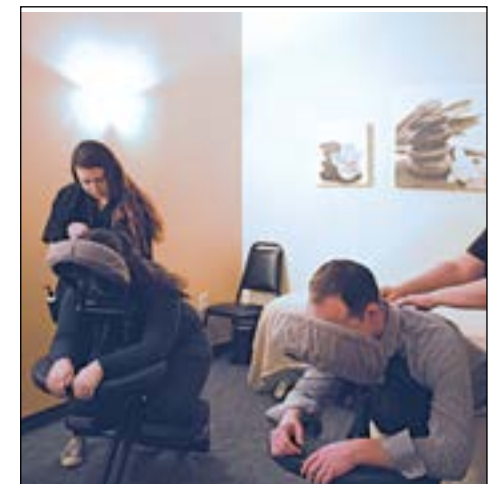
Jesus Ruvalcaba, Andy Gail, and Viqui Dill during Business After Hours at O-60 Energy Cafe.



Jenny Grooms, Darcus Breneman, and Suzann Herskowitz during Valley Business Women.



Congratulations to Taqueria Guadalajara on celebrating their 1 year anniversary!



The Young Professionals Group receiving massages at Hand & Stone Massage and Facial Spa.

## Testimonial

“Through our membership in the Top of Virginia Regional Chamber, we are able to advocate for businesses in our community while networking with the most successful businesses at a wide variety of events. The Chamber provides significant opportunities for our team to engage with partners and strengthen the fabric of our community. We believe in the Chamber and their mission.”

- **Scott Harvard** | CEO, First Bank





## 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.

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

## Winchester Fire & Rescue Donation

The Top of Virginia Regional Chamber presented the Winchester Fire and Rescue Foundation a \$5,500 check to benefit the Canteen Unit on February 2, 2017. The Canteen Unit will be used as a regional asset providing food and rehab services for first responders. The proceeds come from the Top of Virginia Regional Chamber 4th Annual Valor Awards presented by City National Bank, which took place on Thursday, November 3, 2016.

Richard Kennedy, CEO of the Top of Virginia Regional Chamber stated, "The Chamber is honored to host the Valor Awards and give back to those that give so much to our community. This event supports one of our 3 year strategic initiatives and makes us a stronger community partner."

The Valor Awards honor local public safety members and every day citizens who have gone above and beyond to ensure the safety of others. The 5th annual Valor Awards will take place Thursday, November 2, 2017.



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## Valley Business Women

March 15 | 11:30 am - 1:00 pm | Bright Box Theater  
Guest Speaker: Marilyn Finnemore



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

## Program Sponsors:



## Who's Joined

Continued from page 2.

### Next Step Life Coaching

Robert Babbitt  
274 Serviceberry Ln.  
Gerrardstown, WV

### Taqueria Guadalajara

Jose Camarena  
1181 Front Royal Pike  
Winchester, VA

### Virginia Employment Commission

Kathy Kalisz  
21 S. Kent St., Suite 301  
Winchester, VA

### Winchester VFW Post 2123

J. Pat Templeton  
P.O. Box 4095  
Winchester, VA

## "Breakthrough to Greatness"

We have partnered with John Handley High School for the Inaugural "Breakthrough to Greatness" Business Symposium on Monday, April 3, 2017.

The purpose of the symposium is to bring Business Professionals and Educators together with students in the Winchester, and Frederick and Clarke Counties area who are interested in exploring a career in various business and technical fields.

The deadline has been extended to March 15.

**All businesses interested should contact Carl Rush (540) 662-3471 ext 45139 or [rushc@wps.k12.va.us](mailto:rushc@wps.k12.va.us)**

## 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 Sandy Lerner, Co-founder of Cisco Systems.

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](http://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:** [fsbdc.org](http://fsbdc.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](http://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.

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](http://LFCCWorkforce.com/Disney)

## Renewals

- Adams and Jones, P.L.C.
- Adams Nelson & Associates - Suzanne Conrad
- BEI Delivery
- Eastern Elevator Company
- Eros Management
- Firefly Cafe & Bakery
- First Citizens Bank
- Five Star Home Health Care
- Flavor Pourfection LLC
- Foreman Builders, Inc.
- Fremont Street Nursery
- Handyman Connection
- Hometown Learning Centers
- Interstate- All Battery Center Winchester
- Kee Construction Services, Inc.
- Mark R. Zemanovich, D.D.S., P.C.
- Northern Virginia 4-H Education Center
- Northern Virginia Daily
- People Inc, Financial Services
- Pilates Connection LLC
- Poly Processing Company, LLC
- Powell's Plumbing, Inc.
- Rhythm Studio
- The Roger L. Ernst Companies
- Seven Bends Media
- Shenandoah Independent Practice Association
- Suzan D. Herskowitz, PLLC (Estate Planning)
- SVN Commercial Specialist
- Valley Basic Life Support, LLC
- Weedman of Winchester
- Winchester Area Society for Human Resource Management (WASHRM)

**Renewals are from January 30 - February 21, 2017.**

## 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? Are you a local Superintendent or Assistant Superintendent of Instruction? 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)**

## 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!

Series topics include:

- March 7 - Customer Service
- 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)**

## 20 - 24 Year Milestone Members

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

Thanks to our 20 - 24 year members for continually reinvesting in the Chamber!

### Celebrating 20 Years:

- BB&T Insurance
- Boost Mobile
- Horizon Goodwill Industries
- Kiwanis Club of Blue Ridge
- Museum of the Shenandoah Valley
- Northern Virginia 4-H Education Center
- Overhead Door Company of Winchester
- Success for Life Coaching
- The Lenoir City Company
- The Willows at Meadow Branch
- Wingate by Wyndham

### Celebrating 21 Years:

- Bender Group
- Habitat for Humanity of Winchester-Frederick County
- Holiday Inn Express - Stephens City
- J.R.'s Auto Body
- Randolph-Macon Academy
- State Farm Insurance - Richard Grant
- Violino Ristorante Italiano
- Winchester Country Club
- Youth Development Center, Inc.

### Celebrating 22 Years:

- Anthem Blue Cross and Blue Shield
- Apple Country Head Start

- Buchbauer & McGuire, P.C.
- C. S. Jennings Construction, Inc.
- Costco Wholesale
- Hable's Real Estate, LLP
- Kiwanis Club of Winchester, VA
- Kotkin Chiropractic Center, P.L.C.
- Special Love, Inc.
- Virginia Inland Port
- Winchester Little Theatre
- Winchester Public Schools

### Celebrating 23 Years:

- American Woodmark
- BB&T - Main Office
- Bruce, Renner & Company, PLC
- City Directory, Inc.
- EZTOUSE.COM
- Frederick County Dept. of Social Services
- Grafton School
- Hall, Robert B., Jr. DDS
- McLoughlin, Dennis J., Attorney
- Retina Associates, P.C.
- State Arboretum of Virginia
- Winchester Dept. of Social Services

### Celebrating 24 Years:

- AIDS Response Effort, Inc.
- Autobody Suppliers, Inc.
- Evans Home for Children, Inc.
- Green Bay Packaging Inc.
- Lord Fairfax Small Business Development Center
- Minnick's Auto Repair & Towing, Inc.
- Winchester Equipment Co.



# Chamber Calendar

## Upcoming Mixers: Save the Date:

### Chamber Biz 101

March 7  
3:30 p.m. - 5:00 p.m.  
YHB - S.Loudoun St.

### Business After Hours

March 14  
5:30 p.m. - 7:00 p.m.  
Ompps Funeral Home

### 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

### 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

March 20  
5:30 p.m. - 7:00 p.m.  
TBA

View the full event calendar at: [www.regionalchamber.biz](http://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](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/topofva) 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 Apple Valley Head State, TDC Virginia Benefits & Risk Management, and Taqueria Guadalajara.**

## 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.

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](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)





# Thank You Advertisers!

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or **540-662-4118**



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