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THE VILLAGE Current

AN E-PUBLICATION FROM THE BLOWING ROCK CHAMBER OF COMMERCE

To promote, protect and improve business through the cultural, social and economic development, growth and sustainability of Blowing Rock while preserving the charm and character of the village.

Love Is In The Air in Blowing Rock

Well, it's that time again! Time to show your special someone how much he or she means to you. So, whether that means going out for a romantic dinner, giving sweets to your sweetie or planning something meaningful, the Chamber encourages you to "Shop Local". We have compiled a list of area businesses who carry Valentine's Day goodies to help you decide just what that special gift is going to be.

Bed & Breakfasts

- Baird House B&B.....828-297-4055
- Banner Elk Inn B&B.....828-898-6223
- Banner Elk Winery & Inn.....828-898-9090
- Bob Timberlake Inn At Chetola ..828-295-5500
- Buffalo Tavern B&B
- 336-877-9080
- Crippen's Country Inn
- 828-295-3487
- Gideon Ridge Inn.....828-295-3644
- Lazy Bear Lodge
- 828-963-9201
- Lovill House Inn B&B
- 828-264-4204
- Springhaven Inn.....828-295-6967
- Sweet Season B&B
- 828-295-3772
- Taylor House Inn
- 828-963-5581

Cards

- Food Lion
- 828-295-7585
- Neaco.....828-295-0709
- Village Pharmacy.....828-295-3482

Candy

- Food Lion
- 828-295-7585
- Kilwin's Chocolates
- 828-295-3088
- Mast General Store.....828-963-6511
- Village Pharmacy.....828-295-3482

Casual Lunches

- Canyons.....828-295-7661
- Chick-Fil-A At Boone
- 828-264-4660
- Knight's On Main
- 828-295-3869
- Kojay's Cafe & Coffee Shop
- 828-295-0015
- Lucy's Lunches
- 828-773-8687
- Pat's Almost World Famous Cheeseburgers Grille.....828-295-0211
- Pepper's Restaurant & Bar
- 828-262-1250
- Stick Boy Bread Company, Inc.....828-268-9900
- Woodlands Barbecue.....828-295-3651

Dinners By Candlelight

- Best Cellar.....828-295-3466
- Bistro Roca.....828-295-4008
- Blowing Rock Grille And Bert's Bar.....828-295-9474
- Crippen's Restaurant
- 828-295-3487
- Foggy Rock Eatery & Pub.....828-295-7262
- Gamekeeper Restaurant.....828-963-7400
- Glidewell's.....828-295-9683
- Mast Farm Inn Restaurant.....828-963-5857
- Outback Steakhouse.....828-295-6283
- Paolucci's Italian Bar & Grill
- 828-268-7525
- Peddler Restaurant
- 828-264-4433




WESTGLOW
RESORT & SPA
Gold Partners



Silver Partners



What's Going On? Area Events

February 7

Awards Banquet
Green Park Inn, Noon

February 11

Shred For The Cup Rail Jam
Appalachian Ski Mtn, 295-7828

February 11-12

Crescent Ski Council Competition
Sugar Mtn Ski Resort, 898-4521

February 24

Weekend Warmup Friday
Blue Ridge Mountain Club
Discovery Center, 1155 Main Street, 4:00pm

Ongoing thru March

"What Draws You Here?"
BRAHM, 295-9099

March 31

Easter Egg Festival & Hunt
Memorial Park, 295-5222

Business Meetings

February 6

Events Committee
Chamber of Commerce, 9:00am

February 8

Finance Committee
Chetola, 8:00am

February 14

Wine Festival Meeting
Chamber of Commerce, 9:30am

February 22

Economic Development Committee
Chamber of Commerce, 4:00pm

February 23

Business Support
Gideon Ridge, 9:00am

February 23

Executive Board
Chamber of Commerce, 3:00pm

For more information
and calendar:

www.blowingrock.com
www.blowingrockncchamber.com



THE DIRECTOR'S CUT

Charles Hardin, Executive Director



They're Here

Fifteen years ago, I thought I wouldn't see it in my lifetime, but the widening of US 321 has officially begun. Whether you agreed with it or if you vehemently disagreed with it, it is now a reality. Like it or not, the wheels of progress must continue to turn even if our village becomes collateral damage. As such, I hope all of our businesses have developed plans to deal with the three and a half to four year construction phase. The unfortunate reality is that this is taking place just as we are beginning to emerge from the "Great Recession". Your Chamber has been working with the DOT for over three years to voice the concerns of our business community. Many of these concerns have been addressed, but the cold hard reality is this is a major economic disturbance for a community our size. There is simply no way to avoid all of the inconvenience and irritation that will affect our visitors and customers.

The Chamber has worked with DOT District Engineer, Mike Pettyjohn and others to address some of the issues we are facing. Specifically, we have been concerned about public information, closures, detours, and timelines for the project.

Timelines: The Chamber requested and obtained a commitment that the construction would

be done in two phases (areas). Area 1 is from Tanger to the city limits south of Green Park Inn. We requested, to the extent possible, this phase could be completed first so that we can get our lives and businesses back in order while they are chiseling away at the rock cliffs south of town. Area 1 is also the area with the promised amenities in the Town's MOU and from a road construction standpoint it is the easiest. The most time consuming part of this section will be getting all of the utility work completed. We believed that even if visitors were inconvenienced in Area 2, when they got here, they would see a town beautifully landscaped, clean and ready to serve them.

Closures: Official closures were negotiated to Tuesdays and Thursdays from 11-3. The contractor also reserves the right to close small sections in Area 2 from 7pm until 5am on Monday or Wednesday evenings. Holidays, special events and weekends will have no delays or construction. These complete closures will primarily occur in Area 2.

Detours: In speaking with the DOT officials and the General Contractor, it is their intention to keep at least one lane open at all times in the city limits as blasting is minimal in town. There will be occasional delays. There is no foreseen need to detour

Love Is In The Air (cont. from p. 1)

| | |
|--|--------------|
| Restaurant G..... | 828-295-3644 |
| Rowlands At Westglow Resort And Spa..... | 828-295-4463 |
| Six Pence Pub..... | 828-295-3155 |
| Speckled Trout Cafe & Oyster Bar..... | 828-295-9819 |
| The Laurel Room..... | 828-414-9230 |
| Twigs..... | 828-295-5050 |
| Vidalia Restaurant Of Boone..... | 828-263-9176 |

Flowers

| | |
|---------------------------|--------------|
| Bless Your Heart Ltd..... | 828-295-4575 |
| Climbing The Walls..... | 828-295-9550 |
| Park Place Florist..... | 828-295-3626 |

Gifts

| | |
|---------------------------|--------------|
| Bless Your Heart Ltd..... | 828-295-4575 |
| Last Straw..... | 828-295-3030 |
| Neaco..... | 828-295-0709 |
| Serves You Right..... | 828-295-4438 |

Jewelry

| | |
|---|--------------|
| Carlton Gallery..... | 828-963-4288 |
| Gaines Kiker Silversmith/Goldsmith..... | 828-295-3992 |
| Gems By Gemini..... | 828-295-7700 |
| Winterfire Craft Gallery..... | 828-295-4880 |

Other

| | |
|----------------------------------|--------------|
| Air Haven Limo & Trolley..... | 828-265-2504 |
| Christopher's Wine & Cheese..... | 828-414-9111 |
| Crestwood Inn Spa..... | 828-963-6646 |
| Erick's Cheese and Wine..... | 828-898-9424 |
| The Sanctuary A Day Spa..... | 828-268-0003 |
| The Spa at Chetola Resort..... | 828-295-5500 |
| Westglow Spa..... | 828-295-4463 |



THE DIRECTOR'S CUT (cont. from p.2)

traffic through downtown as was originally feared.

Public Information:

The Chamber requested information forums to be held to share information with residents and business owners. The first of these was held at BRAHM on Monday evening. If you were unable to attend, we have the handouts here at the chamber. You can also access information at www.ncdot.gov/projects/blowingrock321. The project hotline is 828.964.3260. The general contractor is Taylor & Murphy 828.667.4526 ext: 313 and the resident engineer may be reached at 828.265.5088. Keep all of these numbers as I am sure you may need them.

There are three groups of businesses affected to varying degrees by this project; those who have been completely taken such as Subway, Chestnut Veterinary Clin-

ic, H. Andrews and the TDA/Chamber. These were compensated for their loss. Those along the direct path of the road which have been partially taken including Woodlands, Canyons, Green Park Inn, Hayes Center, Blowing Rock Service Station and Village Inn. These have been partially compensated for the loss of land, but will suffer the most inconvenience and irritation during construction. The third group is all of the rest of us in the Blowing Rock business community. While we may not lose land, parking, signage or buildings, we will be affected to one degree or another. There are many factors that can affect this, but we must work together to make Blowing Rock a desirable destination for visitors, second home buyers, and full time residents. I am certain that we can overcome this too and we will emerge stronger for it!

The Inner Circle

Terri Bailey
Membership Services Director



The Annual Awards Ceremony and Luncheon sponsored by the Blowing Rock Chamber of Commerce will be held at noon on February 7th, 2012 at Green Park Inn in the Laurel Room. The cost is \$25 per person or \$185 for corporate tables of eight. If you would like to attend, call the Chamber at 295-7851 to make reservations by February 3. The following is a list of the awards categories and nominees:

1. Commercial Renovation

Blowing Rock Country Club
Grandfather Mountain
Green Park Inn

2. New Construction Award

The Blowing Rock Art and History Museum
Boone/Blowing Rock Water Connect
Faith Bridge United Methodist Church

3. Award for Cultural Enrichment

Farmer's Market
Fire On The Rock Chef Challenge
Rumple Memorial Presbyterian Church

4. Award for Service to Community

Blowing Rock C.A.R.E.S.
Blowing Rock Methodist Church
The Blowing Rock Community Foundation
Blue Ridge Mountain Club

5. Green Business Award

Appalachian State University
Bald Guy Brew
Blowing Rock hotels

6. Customer Service Star of the Year

Sherri Furman of Bless Your Heart
Hallie Harding of Village Hardware
Alex James of Best Cellar
Claudine Lewis of Mountaineer Inn & Log Cabins
Ray Pickett of Blowing Rock Inn
Lauren Stutts of Green Park Inn

7. Volunteer of The Year

John Aldridge
Betsy Collins
Suzanne Miller
Ray Pickett

8. Jerry Burns Ambassadorial Award

Kent Graham
J.B. Lawrence
David Rogers

9. Business of the Year

Blowing Rock Inn
Ensemble Stage
Inn at Ragged Gardens

Billie Rogers
Events Director



THE TURN OF EVENTS

Wow! Blowing Rock has yet another feather to put in its already highly decorated cap! We were recently notified The Symphony by the Lake at Chetola has been chosen as one of the Top 20 Events in July 2012 by the Southeast Tourism Society. This is an award bestowed on the nominee by a panel of judges for the Top 20 Events which meet certain criteria and hopefully, exceed expectations.

Admittedly, I nominated the event, because it is in its 25th year and The Blowing Rock Chamber of Commerce has done a phenomenal job with it. Chetola Resort also gets credit for its success as the labor involved in putting the event together lies solely on their staff and other Chamber volunteers. And we could not be more grateful for all that everyone has done to help build it.

The Symphony Event is in great company in receiving the award. Appalachian Summer, Biltmore Estate's Festival of Flowers, First Night Charlotte and Tweetsie Railroad's Ghost Train have all been honored with the award. Other recipients outside our Old North State include The Kentucky Derby Festival, Florida Strawberry Festival, Taste of Atlanta, Biloxi Seafood Festival and A Country Christmas at Opryland Hotel. Something tells me the Symphony tickets may be a hot item this year. Wonder if Chetola would be interested in expanding their grounds?....

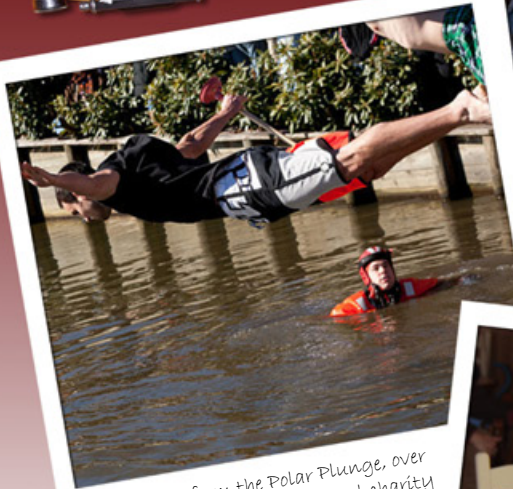
*What is the Top 20 Events listing?**

The best events across the Southeast compete to receive the prestigious Top 20 Events designation. Through a nomination process, Southeast Tourism Society chooses the Top 20 events in the Southeast for each month of the year and publishes this list of winners quarterly. The Top 20 Events publication is sent to over 1,600 newspapers, magazines, radio stations, TV stations, AAA publications and others.

**from the Southeast Tourism Society website
www.southeasttourism.org*



FREEZE FRAME!



All proceeds from the Polar Plunge, over \$3000, were donated to the local charity Wine To Water this year.
Photo by Lonnie Webster



A record number of jumpers showed up to this year's Polar Plunge to brave the cold waters at Chetola Lake. Many of the jumpers dressed up in costume.
Photo by Lonnie Webster



Kent Tarbutton and Charles Hardin pose with the Woodland's pig at the Chilly Chili Cook-Off held in the Blowing Rock School's auditorium.



Mandy Poplin demonstrates how to use the liquor luge outside Green Park Inn before Winterfest's Wine Tasting and Auction begins.



Jonathan Graves (aka Aldridge) reads from his book *Isabella Propeller and the Magic Beanie* at his book signing on Saturday at Winterfest.



Roger Robertson from *The Last Straw* keeps the Chamber's mantle looking fabulous with each season! Here he is decorating it for Wine Fest.

Quick Business Tip of the Month

Tip: To Improve Your Small Business (find next tip in next month's newsletter)

Set Goals: Like keeping score, setting goals and objectives is an essential part of business success.

-Darrell Zaborsky

BOARD OF DIRECTORS

2011 OFFICERS

MARGARET HOLDER
President
Chetola Resort

JOHN ALDRIDGE
Vice President
Airlie Enterprises, LLC

CATHY ROBBINS
Vice President
Tweetsie Railroad

MELISSA PICKETT
Secretary
Blowing Rock Inn

CHELSEA GARRETT
Treasurer
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DICK GOOSMAN

Meadowbrook Inn

DON HUBBLE

Individual Representative

J. B. LAWRENCE

United Community Bank

DEBORAH MCDOWELL

Mountaineer Inn & Log Cabins

CINDY MILNER

Bistro Roca

KEITH NEAVES

Neaco

DOUG PEGRAM

Village Real Estate

STEVEN PRICE

Westglow

JULIE ROBERTSON

The Last Straw

GENIE STARNES

Individual Representative

KEVIN TROYER

4 Forty Four Inc.

CATHY WILLIAMSON

Kilwin's Chocolates & Ice Cream

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