



The Village Current

An e-Newsletter of the
Blowing Rock Chamber of Commerce



The mission of the Blowing Rock Chamber of Commerce, through the efforts of our membership, shall be to contribute to the cultural, social and economic development, growth and sustainability of Blowing Rock while preserving the charm and character of the village.

Concierge 102 is coming on Wednesday, November 18: Get involved in this Showcase of Fun Winter Things To Do

Ours is a place that prides its self on having lots to do for our visitors — from tourists to our grandkids. Everyday in Blowing Rock, someone asks an employee or a friend or family member in our town one simple question: “What is there to do in this town?” In order to help everyone know the answer to this the Blowing Rock Chamber has developed a pair of annual events. Our tourism related version of a business expo; we call this event CONCIERGE 102, and we want YOU to be there to educate the public and village employees about your fun things for folks to do! The more people know about your products and services, the more they will tell other people about it. **Concierge 102, will**



A scene from spring's Concierge 101.

be held Wednesday, November 18th from 3:00 pm – 5:30 pm at the American Legion Building on Wallingford Street in Blowing Rock. The general public is invited to attend, but this is especially a time for the management or business owners to “hold down the fort” while you send your customer service personnel to learn about all of the great things to do in the winter. If you would like for your business to participate as a

tourism service, restaurant, or to promote fun events open to the public, please contact the Chamber office. Again, is no charge to set up a booth or attend the event. Concierge 102 is designed to help get the word out about the “purveyors of fun things to do” we have in our area. During the past events, nearly a hundred people stopped by the Hayes Performing Arts Center to attend the event. “I didn’t realize there were so many things to choose from,” said one attendee. Even people who are old hands at the visitor services business found the event useful. “It was great to meet the people we work with,” said Ken Cham from the Blowing Rock Visitors Center. For more information, call the Chamber office at 295-7851.

Share our Glow Time Poster; List Your Holiday Events on BlowingRock.com

You may print out or use the digital [Holiday Glow Time poster](#) seen here to email your client

list or display in your store. This poster includes a link to BlowingRock.com and the website’s calendar of events. It’s a great opportunity to use this free

graphic design and to add or feature tantalizing information about events your business or group is sponsoring. Now - the Free Advertising! Both the posters and rack cards direct readers to the BlowingRock.com Website Calendar. There is no charge to submit information about your events on the Calendar at www.BlowingRock.com. Here’s how. Please submit details using [this form](#), to Stephanie Keener (Stephanie@blowingrock.com).

Step 1: SAVE the form to your computer. Step 2: COMPLETE a form for each individual event. Step 3: ATTACH the completed form to an e-mail sent to Stephanie **-or-** you can FAX a hard copy of it to 828-295-4643. Step 4: PHOTOS--You may also attach or supply an image or photo for an event. If you are unsure about how to use this electronic form, please call the Chamber office for help. — from the Events Committee



Volume 5, Issue 21

Friday,
October 30, 2009

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Calendar of Events

- Wednesday, November 4, Board of Director’s Meeting, 8:00am-10:00am Meadowbrook Inn
- Wednesday, November 4, Regional Leadership Summit, 10:30am-4:30pm, Chetola Resort
- Tuesday, November 17, Business After Hours, 5:30pm-7:00pm, The Best Cellar at the Inn at Ragged Gardens
- Wednesday, November 18, Concierge 102, 3:00-5:30pm, American Legion Building
- Tuesday, November 24, Thanksgiving Farm Fresh Market, 3:00-6:00pm, American Legion Building
- Thursday, November 26, Thanksgiving Day, Chamber Closed



J. B. Lawrence is a member of the Board of Directors.

Meet Your Board: J.B. Lawrence of *United Community Bank*

J B Lawrence is a native of Watauga County. He grew up in the Cove Creek community and attended WHS and ASU. He married his high school sweetheart, Lynn Pitts, and they have two sons and their families which include five wonderful grandchildren, all residing in Blowing Rock. For the past twenty-three years he has been a banker in Blowing Rock and Boone, and is now employed as the City President for United Community Bank in Blowing Rock. He has a long history of community involvement.

He was a volunteer fireman for ten years and served on the rescue squad for twenty-eight years. Past service includes eight years as a Blowing Rock Town Councilman, and the Watauga County Board of Adjustment. He has also served on the Board of Directors for the Watauga County United Way, the Blowing Rock Hospital, the Blowing Rock Stage Company, and the Boone Chamber of Commerce. For the past twelve years, he has served as Mayor of Blowing Rock. In addition, he currently serves as Chairman of the High Country Council of

Governments, is a Director for Blue Ridge Electric Membership Corporation, the Board of Directors of the Blowing Rock Chamber of Commerce, and the finance committee for the Three Forks Baptist Association. He is a member of the Economic Development Committee of the Blowing Rock Chamber. J.B. is a member of First Baptist Church in Blowing Rock where he serves as chair of the stewardship committee and sound technician. His favorite past time is attending ASU football games with Lynn and their friends and family.

Blowing Rock Leadership Challenge Hosts Regional Leadership Summit November 4 at Chetola

The classes from the past three Blowing Rock Leadership Challenges will play host to past and current participants in Leadership Ashe and Watauga County Leadership Challenge on Wednesday, November 4 at Chetola Resort in Blowing Rock from 11:30am to 4:30pm. An annual event which rotates hosting duties between the three programs, the Leadership Summit will focus on Water Quality, Sustainable Recreation and Economic Development Issues in the High Country. Leadership Challenge participants and alumni from the three programs will be joined by leaders from across the region for discussion on this issue. Featured speakers will include Representative Cullie Tarleton

and Senator Steve Goss, who will discuss the importance of regional leadership in Raleigh and locally. Other speakers include Rick Herndon of the High Country Council of Governments; Scott Hamilton, CEO of Advantage West; Eric Woolridge of the Watauga Co. TDA, Dr. Mike Evans, Professor of Hospitality and Tourism at ASU; and Scott Robinson, New River Park Ranger. Additionally, Blowing Rock Leadership Challenge Alum, David Barker, will be discussing the "Pass it On Down" Project of the Blowing Rock Leadership Challenge. "Pass it On Down" seeks to clean up and protect the New River along the headwaters in Blowing Rock which will result in cleaner water downstream. Other regional

leadership and chamber executives from Watauga, Avery, Wilkes, Ashe and Caldwell Counties have been invited to attend the meeting. "We need to have a regional conversation about these issues," said Charles Hardin, Executive Director of the Blowing Rock Chamber. "This is a good opportunity to get several of the key players together in one room to talk about our most important issues: water and the sustainability of tourism." The event is sponsored by BREMCO, the Blowing Rock Chamber of Commerce, New River Building Supply, and Chetola Resort at Blowing Rock.



The Blowing Rock Leadership Challenge in a class, 2009.

Member News, Updates and Accolades!

Greystone Insurance has a beautiful new office space at Boone Point on the corner of 105 Extension and King Street in Boone! Congratulations to Linda and the gang on the new space. Stop by and see them soon or give them a call at 264-2626.

AF Financial Group is now the LifeStore. "The selection of LifeStore comes from what we really are... banks are typically called "branches" and insurance offices are referred to as "agencies", but we realize that we are truly a retail store for your life," says Bob Washburn, President

and CEO. They offer banking, insurance and investment products and over the next few months will offer branded merchandise in their stores as well. The purpose of LifeStore is to be far more meaningful and relevant to it's customers. Check out their updated building on Blowing Rock Road in Boone and their new website:

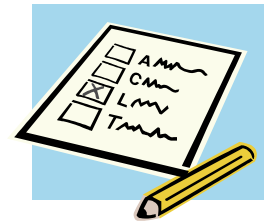
www.golifestore.com.

CONGRATS to **Precision Printing of Boone, NC.**

They were awarded a Benny, the highest honor in the 2009 Premier Print Awards, for their entry of business cards.

The Premier Print Awards, the graphic arts industry's largest and most prestigious worldwide printing competition, recognizes outstanding achievement in print production. Precision Printing received their "Benny" for Self-Promotional Products.

Congratulations also are extended to **High Country Host's Millie Barbee** upon her well deserved presentation of the Order of the Long Leaf Pine. The ceremony will take place Mon, Nov. 2, 4pm at the Ashe Co. Chamber of Commerce. Everyone is welcome!



REMINDER: Absolute last call for Board of Directors Ballots: they are due NOVEMBER 2.



The Business Support Committee is hard at work gearing up for the Holiday Season! In the mean time, here are a couple of great web-sites to keep you In the Know about Customer Service & Small

Business Issues: Whiz Bang Customer Service: http://whizbangtraining.com/sb/tips_sales.aspx and CNN covers small business issues at: <http://money.cnn.com/smallbusiness/>.

ASU's AIESEC Chapter Needs Your Help!

Since its inception in fall 2006, AIESEC at Appalachian State has experienced exponential growth and is ready to make connections beyond the university into the surrounding community. AIESEC Appalachian is a non-profit, student-run organization that envisions peace and fulfillment of humankind's potential through an integrated experience of leadership opportunities, international internships, and participation in a global learning environment. Anyone who has been involved in AIESEC for a while can truthfully tell you how life-changing it is. While local in location, AIE-

SEC (Association Internationale des Etudiants en Sciences Economiques et Commerciales) is present in over 107 countries, has an active alumni network of over 1 million people (including Presidents, Senators, Prime Ministers and Chancellors), and has been active globally for over 60 years. AIESEC has partnerships with many top companies including Microsoft, Bridgestone, Cadbury, PricewaterhouseCoopers, DHL, InBev, TATA Consultancy Services, and even more at the local level. Locally, we are seeking *any and all* like-minded individuals (no matter the type of business) interested in becoming involved with this organization

in ways that fit their company. Along with opportunities to be involved with conferences and events, we also offer sourcing of top young talent for all different types of internships. Partnering with AIESEC gives you and your company the chance to tap into AIESEC's network, as well as the ability to brand yourselves with a very developed brand of employer choice across 107 countries. Please contact the Local Committee Executive Director, Chelsea Baldwin, at chelsea.j.baldwin@gmail.com with any questions, or visit www.aiesec.appstate.edu. —
From Chelsea Baldwin





**The Blowing Rock
Chamber of Commerce**

Contact the Chamber:

7738 Valley Blvd Phone: 828-295-7851
 PO Box 406 Fax: 828-295-4643
 Blowing Rock, NC 28605 E-mail: info@blowingrock.com

**Keep Up with the Latest on Issues that Effect
Your Business.**

Links to help you Stay in The Know

[US Chamber of Commerce](#)

[NC Chamber of Commerce](#)

[United States Senate](#)

[United States House of Representatives](#)

North Carolina General Assembly :

[Senate](#)

[House of Representatives](#)

E-Mail Your Elected Officials:

U.S. Rep. Virginia Foxx – 202-225-2071 - Web Email

State Sen. Steve Goss – 919-733-5742 – steveg@ncleg.net

State Rep. Cullie Tarleton – 919-733-7727 –
culliet@ncleg.net

*The Blowing Rock Chamber of Commerce
2009 Board of Directors*

Officers

- Rita Davis, President**
Wachovia Bank
- Nancy Santay, Vice President**
Cabin Fever
- Bill Hall, Past President**
Blowing Rock Realty
- Linda Gilleland, Secretary**
Greystone Insurance
- Margaret Holder, Treasurer**
Chetola Resort

Members of the Board

- Babette McAuliffe**
Carolina Mountain Life Magazine
- John Aldridge**
Individual Representative
- Greg Clark**
Gregory Alan's
- Dan Phillips**
Individual Representative

Tim Miller

Blowing Rock Frameworks & Gallery

Betsy Collins

Individual Representative

Joellyn Gibbons

Individual Representative

J. B. Lawrence

United Community Bank

Heidi Ellis

Tanger Shoppes on the Parkway

Cathy Robbins

Tweetsie Railroad

Doug Pegram

Village Real Estate

Cindy Milner

Bistro Roca

Dick Goosman

Meadowbrook Inn

Deborah McDowell

Mountaineer Inn

John Albright

Individual Representative

This Week in Photos

Scenes from October 27th's Candidates Forum, organized by the Blowing Rock Leadership Challenge.



Say Cheese. If you have photos you'd like to share, please send them to Stephanie@blowingrock.com. We're especially looking for photos from our Business Members in their Businesses!

