



# 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.

## Chamber Partners Program Launched: Get Your Business Name Out There

The Chamber Board announces its 2010 Membership and Sponsorship Campaign Kick Off Event scheduled for Thursday, October 15th from 5pm-7pm at Chetola Resort in Condominium Cumberland #3. (Follow the signs for Sales Model to the unit and then go into unit #3.) For the first time, the Chamber is offering some exciting new sponsorship opportunities that will provide you with exceptional exposure throughout the entire year. On Thursday October 15th, we will be unrolling the program and membership campaign to a group of chamber friends that will soon be knocking on your door. At the event will also be our Campaign and Membership Committee members as well as



Partner with the Blowing Rock Chamber of Commerce.

our Chamber Board Members. These and other opportunities are only available to Chamber Members, so be ready to re-commit your membership for 2010 and take advantage of the excellent programs and events that will showcase your business.

Events such as Art in the Park, The Symphony by the Lake and The Blue Ridge Wine & Food Festival attract thousands of people to Blowing Rock throughout the year. We already have our first sponsor signed up ....thank you [Greystone Insurance!](#) We also need your help in assuring a successful campaign. The volunteer campaign members will be competing for the biggest sales, so we need prizes! We want to give everyone an opportunity to be involved, so if you're interested in donating a prize for the campaign, please contact Stephanie Keener at the Chamber office by phone or by email. All donations should be sent to the Chamber office by Thursday, October 22nd. ~ From the Finance Committee

## October 13 Business After Hours at Blowing Rock Frameworks & Gallery

October's Business After Hours is Tuesday, October 13, 5:30-7:00pm. This month's host is Blowing Rock Frameworks and Gallery, LTD, celebrating it's 16th year of offering original art in the High Country. Owner Tim Miller tempts Chamber Member's to come out on Tuesday by saying, "We'll have some nice

Cabernet Sauvignon and Sauvignon Blanc to go along with the wonderful light refreshments while viewing the always wonderful original artwork." The month of October the gallery is featuring paintings and drawings by Elliott Daingerfield, Blowing Rock's most famous artist. There will be 3 door prizes of original art from the gallery, so business cards are a must!! See you there.



Volume 5, Issue 20

Friday,  
October 9, 2009

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### Calendar of Events

- **Business After Hours, Tuesday, October 13, 5:30-7:00pm, Blowing Rock Frameworks and Gallery**
- **Fresh Market, Thursday, October 15, 3:00-6:00pm, Wallingford Street**
- **Chamber Partners Kick-off Event, Thursday, October 15, 5:00-7:00pm, Chetola Resort**
- **Annual Meeting of the Chamber of Commerce, Tuesday, October 20, 5:30-7:00pm, Chetola Resort**
- **Fresh Market, Thursday, October 22, 3:00-6:00pm, Wallingford Street**
- **Candidates Forum, Tuesday, October 27, 7:00-9:00pm, Blowing Rock School Auditorium**

### Notice

#### Annual Meeting of the Blowing Rock Chamber of Commerce

October 20

Beginning at 5:30 pm

Chetola Resort

Blowing Rock, NC

Please plan to attend this important annual business meeting of the membership of the Blowing Rock Chamber of Commerce.

## Meet Your Board:

Dick Goosman of the *Meadowbrook Inn*

Dick Goosman is a member of the Board of Directors

Dick Goosman joined the Board of Directors of the Blowing Rock Chamber of Commerce this year. Dick owns the Meadowbrook Inn, located on Main Street in Blowing Rock. Dick purchased the Meadowbrook in . "I was actually looking for something in Myrtle Beach," Dick says. "But the realtor showed me the Meadowbrook, I thought it was a great deal." Originally from New York, Dick has been a full

time resident of Blowing Rock for the last five years. He currently serves on the Chamber's Community and Government Committee. Dick believes firmly that the Chamber's role is to attract and support business. "It's not about flowers on Main Street, it's about attracting more business," he says with a good natured laugh. The hotel business is actually Dick's second career, he is also a mechanical engineer. One would think there

isn't much call for that background at a hotel, but Dick has put that knowledge to use at the Meadowbrook by installing a self contained generator and other money saving energy upgrades. When not at the Meadowbrook, Dick can be found enjoying one of his favorite pastimes: flying his plane. He has three kids, one daughter and two sons.

*Betsy Collins, Mark Higby (Meadowbrook Inn), Montie Ratcliffe, and Frank Wyatt represented the Chamber at the Rotary Golf Tournament on Wednesday! Even though they didn't win, they still did a great job. We're proud of them and the Chamber's support of a good cause.*



Every leaf speaks bliss to me,  
fluttering from the autumn  
tree. ~ Emily Bronte

## Candidates Forum is October 27

**By Jeff Eason, Reprinted with Permission from the October 1, 2009 *The Blowing Rocket*.**

With two Town Council members retiring from the Board of Commissioners and eight candidates running for three open seats, this year's election will mark a pivotal point from which the Town of Blowing Rock marches toward the future. As voters prepare to mark their ballots on Tuesday, November 3<sup>rd</sup>, candidates will attempt to get their messages to the public during the last month of campaigning. The Blowing Rock Chamber of Commerce will host a Candidates Forum to allow the public and the candidates get to know one another. The Candidates Forum will be held at Blowing Rock Elementary School Auditorium on Tuesday, October 27 beginning at 7 p.m. The event is free and open to the public.

The terms of council members Barbara Ball, Tommy Klutz and Keith Tester expire this year. Of those three incumbents, only Tommy Klutz is seeking reelection. Joining Klutz in the race for the three open council seats are Pat Fountain, Mike Kebebeck, Doug Matheson, Gary Lee Smith, Jerry Starnes, Jim Steele and George Sudderth.

The top three vote getters will take the three council seats, with a run-off taking place only if there is a tie for the number of third place votes. In the mayoral race, Blowing Rock incumbent mayor J.B. Lawrence is running unopposed. The event will be divided into two parts: during the first hour, the candidates will be asked "canned" questions from a moderator. Those questions will be compiled from voter submissions to the Chamber of Commerce. Questions may be

submitted to the Chamber of Commerce through email at [info@blowingrock.com](mailto:info@blowingrock.com) or through traditional mail at P.O. Box 406, Blowing Rock, 28605. During the second hour of the Candidates Forum, audience members will be allowed to ask questions of the candidates from the floor of the auditorium. During both portions of the Candidates Forum, candidates will be given a limited time to respond to each question. Bill Barr, principal of Handel Barr Learning, Inc. will serve as moderator of the Candidates Forum and N.C. Rep. Cullie Tarleton is tentatively scheduled to introduce the candidates. For more information on the Candidates Forum, contact the Blowing Rock Chamber of Commerce at (828) 295-7891.



Blowing Rockers take to the polls on November 3.

## Local Chambers: a Best Resource Tap Assets to Gain Competitive Edge

By **Raymond P. Towle, IOM, CAE**  
Executive Director  
Political Affairs & Federation Relations  
U.S. Chamber of Commerce

In these tough economic times, small businesses need to tap the resources that are available in their communities to weather the storm. They need to look no further than their local chambers for help. Local chambers advocate for small businesses at the local, regional, state, and national levels. Every day, they work to keep government at bay so that you can focus on running your business. They also introduce you to potential customers through business referral programs, market your business online and in their directories, and offer special discounts through various affinity programs such as insurance, shipping, and office supplies. Local chambers are a one-stop shop for business information, including market access information for small businesses thinking about expanding, economic profiles of the community, workforce statistics, contact information for government officials, and

regional trend studies. Small business tool kits, which are found on your local chamber's Web site, can help with developing business, marketing, and communications plans as well as finding capital. If you're thinking about expanding your business, the local chamber should be your first call.

Local chambers are one of the best places to make business connections. After-hour networking programs and networking luncheons on topics relevant to business help you stay in the game and gain a competitive edge. In addition, membership in your local chamber can greatly enhance your company's brand. A national study titled *The Real Value of Joining a Local Chamber of Commerce*, conducted by The Schapiro Group, an Atlanta-based marketing research firm, suggests the following:

- When consumers know that a business is a member of the local chamber, they are 44% more likely to think favorably of it.
- Consumers who are told

that a business is a chamber member are 51% more likely to be highly aware of it and 57% more likely to think positively of its local reputation.

- Consumers are 63% more likely to buy goods and services in the future from a company that they believe is a member of the local chamber of commerce.

In addition, when business decision makers believe that a business is a chamber member, they are 37% more likely to think favorably of the business, 51% more likely to be highly aware of it, 58% more likely to think positively of its local reputation, and 59% more likely to buy goods and services from it. With numbers like this, run--don't walk--to your local chamber and get engaged with its program of work. A strong chamber symbolizes a strong community--both benefit from each other.

*Originally published July 2009. Reprinted by permission, uschamber.com, October 2009.*

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**Climb the mountains and get their good tidings. Nature's peace will flow into you as sunshine flows into trees. The winds will blow their own freshness into you, and the storms their energy, while cares will drop off like autumn leaves. ~John Muir**

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## Spread Some Holiday Cheer

with the Business Support Committee

The Business Support Committee is working with the Events Committee to bring some Holiday Cheer in the form of activities for downtown Blowing Rock. This is an effort to increase business during the holiday season. We have set the date for Friday, December 11

to focus on downtown activities. Shortly you will receive an official announcement outlining the events and activities that are now in the planning stage. In the meantime, mark your calendars for Friday, Dec. 11 for late afternoon and evening events throughout the downtown area. In order to participate in

these activities, it will require a commitment from merchants to extend their business hours till 8pm.

More to follow soon...

*Your Business Support Committee*





**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](mailto: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](mailto:Web Email)

State Sen. Steve Goss – 919-733-5742 – [steveg@ncleg.net](mailto:steveg@ncleg.net)

State Rep. Cullie Tarleton – 919-733-7727 –  
[culliet@ncleg.net](mailto: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*

**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*

**Members of the Board**

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

**This Week in Photos**

It's October, that means.....

....about 5500 at Art in the Park on the 3rd.



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



... painted pumpkins at Bless Your Heart



... folks can be spotted doing the chicken Dance in Memorial Park.