



# 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 Introduced

The Blowing Rock Chamber of Commerce is pleased to introduce our Chamber Partners for 2010. The Chamber Partners are a committed group of businesses who have chosen to increase their exposure through the Chamber by buying into the program at either a Gold or Silver Level. Throughout the year, you will see the logos of these businesses featured prominently on our website, in the newsletter, and at all Chamber events, including our large tourism related events such as Symphony and Art in the Park. Our Gold Sponsor for 2010 is [The Rock Barn Spa and Golf Club](#). The staff at Rock Barn are excited to become a part of the Blowing Rock business community and will be present at our events this year. Partners are granted tickets to our many events, including the Awards Banquet, Symphony, and the Blue Ridge Wine & Food Festival. Silver Partners for 2010 are: [Appalachian Re-](#)

[gional Healthcare Systems](#); [Blowing Rock Inn/Boxwood Lodge](#); [Chetola Resort at Blowing Rock](#); [Crippen's Country Inn](#); [Enterline Russell Builders](#); [First Citizens Bank](#); [Four Forty Four](#); [Greystone Insurance Associates](#); [The Last Straw](#); [Lyons Real Estate](#); [Reynolds Blue Ridge](#); and [United Community Bank](#). "Chamber Partners are more than just Chamber sponsors, these are businesses who have made the decision to go the extra mile to support the work the Chamber does for Blowing Rock and especially its business community," says Charles Hardin, the Blowing Rock Chamber's Executive Director. In addition to offering our Partner businesses exceptional opportunities to showcase their businesses, the Chamber provides a cost-conscious way to invest in the future of our area's economy. The Blowing Rock Chamber has many programs designed to stimulate business in our area, from providing events that attract visitors, to develop-

ing future leaders in the Blowing Rock area through the Blowing Rock Leadership Challenge. The Chamber also leads economic development efforts in Blowing Rock, including the North Carolina Wine and Culinary Center, the Farm Fresh Market and appropriate business recruitment. Chamber Partners bolster the Chamber's work across all sectors, lending a supportive hand where the Chamber needs it. If you missed out on the opportunity to be a Chamber Partner for 2010, there are many event sponsorship opportunities available this year. All three of the Chamber's major tourism related events -- Art in the Park, Symphony by the Lake, and the Blue Ridge Wine & Food Festival -- offer sponsorships at all affordability levels. Call the Chamber for more information on how your business can get involved as a sponsor for any of these events.

## Green Park Ornaments Prove Wildly Popular

The 2009 Chamber Ornament featuring the Historic Green Park Inn has proven to be one of our most popular. The Chamber has already sold out of two printings of the ornament and is in the process of ordering a third printing. If you haven't been able to get one, you can pre-order by calling the Chamber office at 295-7851. Artist Victoria Appell's beautiful depiction of the Green Park will be treasured for years to come.



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Friday,  
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### Calendar of Events

- Monday, January 18,  
Last Day to Nominate  
for Chamber Awards
- Thursday, January 28  
-Sunday, January 31,  
WINTERFEST
- Sunday, January 31,  
Chetola's Festival of  
Lights Ends
- Tuesday, February 16,  
Annual Awards Ban-  
quet
- Wednesday, February  
3, Chamber Board  
Meeting, 8am, Mead-  
owbrook Inn





Nancy Santay of Cabin Fever is President of the Board of Directors

Nancy Santay of Cabin Fever is the Blowing Rock Chamber's President of the Board of Directors for 2010. Nancy and her husband Tim have operated Cabin Fever, located at 915 Main Street, for over eleven years. Born and raised in Chicago, Nancy honed her retail skills at a major department store in Chicago. Blowing Rockers know Nancy for her great shop, Cabin Fever. The shop opened in 1998, when the Santays left Charlotte after four years in that city. Cabin Fever is a direct outgrowth of a business they had there. "We had a space at the Black Lion. We noticed that customers would often

remark that they were going to take the things they had bought from us to their house in the mountains... to Blowing Rock. So we came here just to start the business," Nancy says. Nancy is in her second term on the Board of Directors. For her year as President, Nancy has a special message for Chamber Members: *The theme of my term is "Imagine." Imagine what we can do as a team, a cohesive network of business people, working together towards a better future for our community. The Blowing Rock Chamber is comprised of extremely talented, forward thinking people who are ready to meet the challenges of these uncertain*

*times. Imagine what a membership can achieve when it refuses to give in to the tough economic times, but instead looks it in the eye and says "We're in this to win, we are survivors!"* Nancy is also leading the charge for a "Members Only" section of the Chamber's web-site, this idea would operate as a clearinghouse and improve communications for businesses in Blowing Rock. She also wants to see more communicate both with and from our membership. "We will also continue our joint efforts with the Town of Blowing Rock and the TDA," she says.

Check out this month's issue of *Our State* magazine! A photo essay titled *Morning {in north carolina}* features Chamber member **Stick Boy Bread Company** on pages 70-73. Congrats to Stick Boy on this beautiful coverage.

## Chamber Awards are Coming Up! Get Your Nominations in NOW!



Nominate businesses who you feel have made a significant contribution to the Blowing Rock Community for a Chamber Award.

Join the Blowing Rock Chamber of Commerce as we honor businesses and individuals within the community at the 2009 Awards Banquet on Tuesday, February 16, 2010. Awards will be presented to outstanding businesses in several categories. Nominations are being accepted now. You can make your nominations by printing out [this form](#) and returning it to the Chamber by January 18, 2010. You **can** nominate

your own business. **Business of the Year Award** is given to the business that excels in the areas of community involvement, business promotion, teamwork and volunteerism. **New Construction Award**, given in recognition of the outstanding new building project completed in the year 2009. **Business Renovation Award**, given to the outstanding renovation of a business space completed in 2009. **Cultural Contribution**, this award is given to the or-

ganization that has made a significant cultural contribution to our community for the year 2009. **Civic Contribution**, this award is given to the business which makes positive contributions to the Blowing Rock Community. Nominees in each category will also be recognized this year. For further information please call the Chamber of Commerce at 828-295-7851.

## Ready For the Count: The 2010 Census Means Data for Business and Jobs

The United States Constitution provides for a census of the population of the United States every ten years. The Census will take place this year, 2010, and it is important that everyone take part in the count. The census is not a simple count of the people living in the United States. The data collected during the census is used for many other reasons, important to both businesses and residents. One of the most significant uses of the census data is for the establishment of Congressional districts. Population growth (or decline) in Watauga County could potentially result in a change to our Congressional district. Census data is used

in many other ways as well. Businesses often look at demographics while considering locations for their new plants, branches and stores. Market and relocation trends can be extrapolated from the census. Governments also use the data when planning for hospitals and health services, transportation services, schools, other infrastructure, and funding. The census also provides jobs. Jobs are welcome news in a soft economy! While temporary, jobs with the census are particularly good for employees in many of Blowing Rock's common work sectors such as real estate, construction and hospitality ... sectors which can have an "off

season" in the winter. Positions currently available with the Census include Census Takers, Crew Leaders, Census Clerks and others. Testing is required for census jobs, and *testing will take place on Thursday, January 21 at 3:30pm at the Blowing Rock Fire Department.* (Test takers should bring a US Passport *or* a valid driver's license *and* a birth certificate or social security card. Other forms of i.d. are accepted and you should call for details.) For more information, go to the Census website: [census2010.gov](http://census2010.gov), or call 1-866-861-2010.



## U.S. Chamber Calls for Policies to Spur Job Creation in Annual State of American Business Address

*Press Release From The US Chamber*

**WASHINGTON, D.C.**—In his annual State of American Business address, U.S. Chamber of Commerce President and CEO Thomas J. Donohue called upon leaders in government, business, labor, and across society to unite around the ambitious goal of creating 20 million jobs over the next decade. "Our nation faces many big challenges, but no priority is more important than putting jobless Americans back to work," Donohue said. "Over the long term, only a strong private sector—backed by sensible government policies with rational levels of regulation and taxation and a reasonable degree of certainty—can create 20 million jobs." Donohue covered five key areas where both government

and business can work to achieve economic growth and job creation. 1. Expand U.S. exports around the world. 2. Rebuild the nation's infrastructure. 3. Ensure investment in clean energy technologies starting with nuclear. 4. Expand credit across our economy and revitalize our capital markets. 5. Address economic uncertainties—in tax, health, environmental, labor, legal, and fiscal policies—that are hampering economic growth. Donohue noted that the Chamber's recently launched Campaign for Free Enterprise will promote this jobs agenda around the country over the course of 2010. The first of these events begin tomorrow when Donohue addresses the Louisiana Asso-

ciation of Business and Industry and will be followed later this month with events in Arizona, Illinois, New Jersey, North Carolina, and Virginia. "Free enterprise breathes life and energy into the American Dream," stated Donohue. "Sadly, today the American Dream seems like an impossible dream for millions of workers and their families. We must pull together as a country to change that. We must stand up for our economic freedoms and ensure that all Americans can share in freedom's bounty." Donohue's full speech is available at:

[www.uschamber.com/sab/2010speech](http://www.uschamber.com/sab/2010speech)





**The Blowing Rock  
Chamber of Commerce**

*The Blowing Rock Chamber of Commerce*  
**2010 Board of Directors**

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)

**Officers**

**Nancy Santay, President**

*Cabin Fever*

**Margaret Holder, Vice President**

*Chetola Resort*

**Rita Davis, Past President**

*Wachovia Bank*

**Linda Gilleland, Secretary**

*Greystone Insurance*

**Deborah McDowell, Treasurer**

*Mountaineer Inn*

**Members of the Board**

**John Aldridge**

*Individual Representative*

**Tim Miller**

*Blowing Rock Frameworks & Gallery*

**Betsy Collins**

*Individual Representative*

**Joellyn Gibbons**

*Individual Representative*

**Don Hubble**

*Individual Representative*

**J. B. Lawrence**

*United Community Bank*

**Cathy Robbins**

*Tweetsie Railroad*

**Doug Pegram**

*Village Real Estate*

**Cindy Milner**

*Bistro Roca*

**Dick Goosman**

*Meadowbrook Inn*

**Christopher Brantley**

*Christopher's Wine & Cheese*

**Julie Robertson**

*The Last Straw*

**Genie Starnes**

*Individual Representative*

**Cathy Williamson**

*Kilwin's Chocolates & Ice Cream*

**Jerry Burns**

*Individual Representative*

**Missy Watson**

*Westglow Spa & Rowland's*



*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 Mem-  
bers in their Businesses!*

**This Week in Photos**



And you guys think we're just stuffed suits!  
Shenanigans at the Board of Directors meeting  
as the ceremonial rubber chicken gavel is  
passed to our new president!